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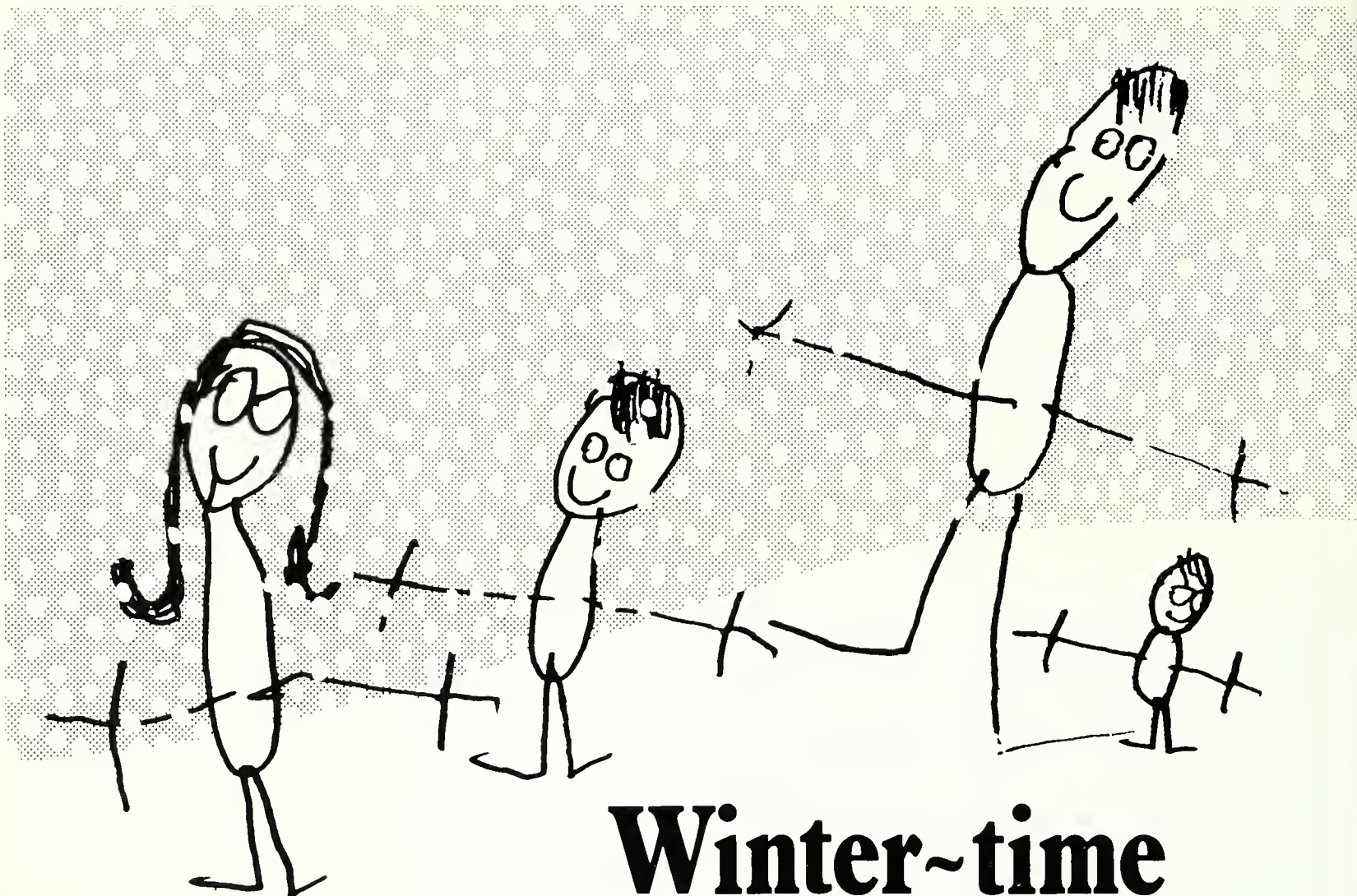
**Thirty motions
on agenda of
LPC conference**

**Elida Gibbs
form new
subsidiary**

**The use of
personalities
in selling**

**Irish Congress
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**Electricals: a
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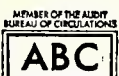
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COMMENT

Where were they?

When asked if they wished that the infighting between wholesalers, and its threat to resale price maintenance, had never occurred, no retail pharmacist attending a London meeting this week said no, and most said yes. Admittedly at the Western Pharmacists' Association meeting, involving both Pharmaceutical Society and National Pharmaceutical Association branches, only 10 members were present to discuss the wholesaling problem. However, the attitude must surely indicate something of retailers generally.

Unfortunately, those in a position to act on the information were absent. There were no retailers present who ran more than one shop; there were no manufacturers there despite a general invitation to the Association of the British Pharmaceutical Industry; only three wholesalers were represented—Sangers, Vestric and Rabin.

What, then, can be learned from the attendance figures? Invitations were sent to 700 members (including 150 students) yet only 10 turned up. Are those absent not concerned? They should be considering the implications for the future of pharmacy. Do they think they can do nothing? They can if they combine their voices and direct it at wholesalers and manufacturers. Do they think they have heard it all before? Perhaps, but the time has come to stand up and be counted.

If those members present were representative of the profession then those manufacturers and wholesalers who were invited but did not attend have done pharmacy and themselves a great disservice—they could have learned what they have claimed not to know—for the long term smaller pharmacy retailers do not want discounts if they meant a loss of service.

The Sanger's representative, stressing a personal opinion, said the major wholesalers, when faced with "cowboys" who gave underhand discounts, could either be overtaken by events or fight back. What he failed to tell his audience was that his company was fighting back with a pilot scheme in a test area (he declined, after the meeting, to give details of the scheme, however). The Vestric representative restated his company's policy of continuing to support RPM until it effectively ceased to exist.

The main lesson that seems to have come from this meeting—a credit, but a disappointment, to the organisers—is that apathy will allow RPM to die. It is time that all the organisations concerned with pharmacy—the Society, NPA, PSNC, etc—joined forces to stop this threat to the profession and the essential service it provides.

A timely reminder

The Pharmaceutical Services Negotiating Committee has sent to Local Pharmaceutical Committees the agenda for the forthcoming LPC conference on November 26. Now therefore might be the appropriate time to remind all concerned of the heavy criticism about procedures at last year's conference.

In this column at the time (April 8, 1977, p503) we pointed to the confusion among representatives upon being asked to debate and vote on several composite resolutions that were presented verbally from the chair without written copies being available in advance.

Doubts and confusion were also expressed concerning representatives' mandates when late resolutions or amendments were presented. LPCs need to discuss the agenda and brief their representatives fully—possible changes should be anticipated and included in that briefing. PSNC seems to have done its best to improve the procedure; LPCs should respond by doing their best to instruct delegates. Last year's confusion must not be allowed to repeat itself!

Thirty motions on LPCs' agenda

There are 30 resolutions on the agenda for the Local Pharmaceutical Committee representatives conference on November 26. On NHS remuneration, there are 15 motions, including calls for a simplified contract, pensions and professional negotiators. Two resolutions seek changes in dispensing in rural areas. The four motions on rational location of pharmacies include one for rational distribution of doctors' surgeries. Three calls for changes in the PSNC constitution include adding a pharmacist representing organisations with 500 contractor members. Under the six miscellaneous resolutions PSNC is requested to meet the Association of the British Pharmaceutical Industry concerning resale price maintenance.

The standing orders have been amended to prevent a PSNC member from appearing at conference as an LPC representative. Observers will sit in a separated part of the hall to assist voting. Details of the motions are on p710.

'All parties must agree to rational location plans'

If the working party report on rational location of pharmacies (*C&D*, June 10, p961) were to be put to the Department of Health without being accepted by the whole profession, it would be unlikely to receive serious consideration by the government, according to Mr W. H. Howarth, deputy pharmacy superintendent, Boots the Chemists. Speaking on topical matters at a meeting of the Leeds Branch of the Pharmaceutical Society, last week, Mr Howarth referred to the multiples' disagreement on restriction of contract in main shopping areas. If that could be resolved, he thought the plan could go forward with full support.

Mr Howarth said the paper on rational location had been separated from the rest of the interim report of the working party on the future of general practice pharmacy, which was to be considered by the branches and at the Society's annual meeting. The rational location part, however, needed only final ratification by the Society and the Pharmaceutical Services Negotiating Committee at the next meeting on October 25. Mr Howarth suggested it should be subjected to the same process as the rest of the report. "Do not let it go forward with undue haste without considering the consequences", he warned.

If the report proceeded without support from the Company Chemists' Association and the Co-operatives, the public might not approve of multiples without

National Health Service dispensing. Dissent could give the government all it needed to ignore the proposals whilst achieving the government's aims, he said. By way of example, Mr Howarth pointed to the health centre problem; pharmacists went in because they had no choice, he said. If they did not, the "leap-frogger" became established. The added service was at the pharmacists' expense with no financial support from the government—the Minister of Health achieved everything he wanted by sitting still, Mr Howarth argued. "This is a very big step towards a licensed, managed, nationalised service with the supply of all pharmaceuticals through a National Supply Board". Mr Howarth expressed surprise that organisations which considered free enterprise as providing the best service to the public did not show more interest in the developments. "At least they could put a price on the sell-out", he said. Mr Howarth stressed there should be compromise to achieve unity or it would be disastrous for retail pharmacy.

Other subjects discussed by Mr Howarth included the changing role of the pharmacist. He predicted the role could rapidly change from tablet counting to the distribution of original packs, leaving more opportunity for patient counselling. He said it was up to the profession to see the role was changed in relation to the developments of original pack dispensing, safety packaging and computerised prescription pricing.

FPCs still press for planned distribution after four years

For the fourth year in succession, the Society of Family Practitioner Committees has passed a resolution calling for a "planned" distribution of pharmacies.

At the society's annual meeting last week, Staffordshire FPC proposed "that this meeting urges the Department of Health to expedite the implementation of the joint submission by the Pharmaceutical Society and the Pharmaceutical Services Negotiating Committee on the planned distribution of pharmacies." The resolution was taken with similar ones from Cheshire and Rochdale FPCs who suggested that a planned service should be administered by FPCs. No-one spoke against the motion which had the overwhelming support of the meeting.

However, a motion calling for the PSNC's claim for an increased profit margin to be referred to arbitration was rejected. Ealing, Hammersmith and

Hounslow FPC moved "that this conference regards with increasing concern the continuing plight of contractors providing Part II pharmaceutical services and urges the Secretary of State to prevent a deterioration by improving the viability of these contractors and referring his dispute with the PSNC forthwith to arbitration."

The management committee said remuneration was outside the remit of the FPCs Society policy and persuaded the meeting to reject the motion.

Kent FPC put forward a resolution seeking funds from which FPCs could reimburse "reasonable expenses" incurred by pharmacists, doctors and volunteer members of the public who operate a collecting point for prescriptions and medicines. The proposers said the demand for such schemes was increasing as more pharmacies closed; the operating costs were soaring with the increasing costs of motoring. However Mr A. J. Whitby, a member of the management committee, said that many other areas of the health service needed funds and he questioned whether this was a matter of high priority. Many collection and delivery services had been set up in "a wave of emotion" and had failed through lack of support. The motion was carried by 111 votes to 87.

Mr Ennals claims few closures have harmed public

Few pharmacy closures have resulted in inconvenience to the public, Mr David Ennals, Secretary for Social Services, told the Society of Family Practitioner Committees annual meeting last week. Most closures had been in places where there were other pharmacies reasonably near and only a minority had led to individual difficulty, particularly for less mobile people.

"I hope that the changes which have been made in the distribution of NHS remuneration will help to avoid serious gaps appearing in the network of pharmacies," he said. "I understand pharmacists are shortly going to put forward a scheme for planned distribution and I await this with great interest."

Earlier Mr Ennals referred to the fact that doctors and nurses seemed to get all the limelight in the media although the most frequent point of contact with the NHS for many people was the dentist.

"The pharmaceutical services are, if anything, even less glamorous than the dental service in the public mind. Like so much in the health service field, achievements tend not to be news: News is when something goes wrong or disputes arise," he said.

Mr Ennals announced that the Health Education Council had been given a further £½ million for 1978-79 towards the "Look after yourself" and "Respect for medicines" campaigns. This sum was in addition to the extra £1m already awarded above its agreed budget.

RRP comparisons to be banned

Any comparisons with recommended, suggested, or maximum retail prices, statements of "worth and value" and unsubstantiated comparisons with prices elsewhere will be banned under proposed Government legislation announced as *C&D* went to press. Still allowed will be introductory offers, special credit terms and offers of flawed goods, any quantity discounts. But included in the ban on RRP comparisons would be, for example "20 per cent free—388g for RRP of 323g," "At least 3p off RRP" and "Special price not more than 14p—reduced from RRP."

Acceptable "characteristics" for recommended retail prices—if they are used at all—have been set out by the Price Commission in its investigation reports into the prices of soaps, detergents, etc, made by Lever Bros Ltd. They are:

□ A substantial proportion of retailers should be shown to need this form of price guidance.

□ A substantial proportion of the product in question should be traded at or near the RRP.

□ There should be a close relationship between list prices and RRP.

□ Discounting should not be so extensive as to make RRP more than moderately higher than average list prices.

In its report the Commission looked particularly at temporary price reductions, because consumer bodies believed they tended to confuse the customer and to result in higher than necessary price levels. However, the commission's own survey did not substantiate this view—though the temporary reductions were disliked by major retailers. The Commission is unable to conclude that temporary reductions are clearly against the consumer's interests.

PSNC meetings with Ministers

Pharmaceutical Services Negotiating Committee representatives met Mr Roland Moyle, the Health Minister, on October 12 and Mr David Ennals, Secretary for Social Services, on October 13 to discuss NHS remuneration.

A PSNC spokesman was unable to reveal what transpired but said the Committee was preparing for the government's reply to the arbitration petition, soon after Parliament reassembles next week.

Register gains one

There was a net gain of one pharmacy to the Pharmaceutical Society's Register of Premises in September. England balanced out, with 20 closing down and 20 opening up, one of each being in London. In Scotland two opened up and in Wales one closed down.

NAPD enters the RPM battle

The National Association of Pharmaceutical Distributors has entered the battle to save resale price maintenance. Until now it has remained publicly silent. NAPD secretary, Mr E. R. Leaver, in a letter to *C&D* writes: —

"I have noted with great concern the various articles and "comments" which have appeared in the trade Press in the past few weeks which suggest the RPM at the wholesale level is being so widely abused that its existence is in question.

Rumour and counter rumour cloud the issue to the degree that the wholesalers themselves and the general practice pharmacist cannot appreciate the situation in the fine and firm detail. Accordingly I have written to those manufacturers who attach an RPM condition of sale to their products inviting them to

declare their policy towards the preservation of RPM."

Roche Products Ltd have sent out their promised letter to wholesalers (last week, p642) reiterating the company's terms. A rider has been added to clarify that discounts of any kind on goods not subject to resale price maintenance are not permissible if one of the conditions for such a payment is the acquisition of Roche RPM goods. Roche have asked wholesalers to acknowledge receipt of the letter and give notice that they agree to the terms.

Managers earn most in industry

Pharmacists earning over £10,000 a year in industry constituted the largest group (85 of 426) in a survey of salaries and areas of activity of pharmacists in the pharmaceutical industry. There was a 50 per cent response to the questionnaire sent out by the Pharmaceutical Society compared with 33 per cent in 1976. The largest single area of activity was process and development (28 per cent), followed by production (20 per cent) and registration (12 per cent).

The highest salary scales were found in administration and general management with 27 of 33 pharmacists earning over £10,000. In marketing 15 of 39 earned over that figure and in production 18 of 80. Four weeks was still the generally accepted amount of holiday but there appears to be a tendency to extend holidays with length of service.

PATA elections

Six seats on the council of the Proprietary Articles Trade Association are open for election for the year 1979. Members of the council retiring this year are: *Manufacturers' section:* E. C. De Witt & Co Ltd, Optrex Ltd. *Wholesale section:* East Anglian Wholesale Supplies Ltd,

Northern Pharmaceuticals Ltd. *Retail section:* G. W. Herdman, J. R. Marshall.

Members of the manufacturers' wholesale and retail sections of the PATA may nominate candidates for the two vacancies in their respective sections. Nominations will be received by the secretary, PATA, 4 Margaret Street, London W1, up to and including November 13.

Clemency urged for village pharmacist

A pharmacist was sentenced to 12 months' prison, suspended for two years, after 1,400 villagers signed a petition appealing for clemency because his was the only pharmacy in the village. Mr D. T. Enoch, 34, of Dafen, Llanelli, appeared at Carmarthen Crown Court recently where he admitted four charges of dishonestly obtaining pecuniary advantage by falsely pretending that medication had been prescribed on prescriptions. His defence counsel, Mr A. Evans, claimed Mr Enoch would face "professional ruin."

Mr J. Diehl, prosecuting, said Mr Enoch was supplied with prescription forms by the local surgery and was supposed to fill in the medicine required on the telephoned instructions of the doctor, who later called to sign the forms. Mr Enoch falsely prescribed medication for patients but there was no question of forging signatures.

The offences came to light after the forms were sent to the Welsh Pricing Committee and a check by the Department of Health showed that prescriptions in Mr Enoch's handwriting were more expensive than those written by the doctor. The amount gained by Mr Enoch was £1,203.57. Mr Enoch was also sentenced to 12 months' imprisonment suspended for two years on four further charges of falsifying forms. Each of the sentences was to run concurrently.

Searle Laboratories are issuing this poster for display in doctors' surgeries. It tells patients to consult their pharmacist about suitable cough medicines

HELP YOURSELF

If you have 'flu or a heavy cold you should:

- * Stay at home for 24-48 hours to prevent the virus spreading.
- * Keep warm and rest - if necessary go to bed.
- * Eat as normally as possible and take plenty of fluids.
- * Take a simple analgesic (aspirin or paracetamol) as required to relieve headache and fever.
(CAUTION: DO NOT EXCEED THE DOSAGE RECOMMENDED)
- * If you are troubled by a cough your local pharmacist will advise you on a suitable cough medicine.
- * If your condition deteriorates or does not improve after 48 hours consult your doctor.

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Swedish pharmacy 'could offer solution in UK'

UK pharmacists should consider adopting the best aspects of Swedish pharmacy but avoid making Sweden's mistakes, believes Mr T. F. Muldrew, a practising community pharmacist in Northern Ireland.

Mr T. F. Muldrew, recipient of the Westons Travelling Fellowship, visited Sweden last year to study the National Corporation of Swedish Pharmacies (Apoteksbolaget). Presenting his paper in London this week, Mr Muldrew said a solution for UK pharmacy could lie somewhere between the two extremes of a total state pharmaceutical service and the current free-enterprise.

The system could be based on the following principles:

- ☐ Creation of "State dispensary" pharmacies with the acquisition at cost price by the government of the existing pharmacies' dispensing stocks and payment of an agreed goodwill figure, based on the previous year's NHS profits. Present pharmacy owners under NHS contract would be registered automatically as "State dispensary" pharmacy owners.
- ☐ Payment of "State dispensary" rent by the government to the pharmacy owner.
- ☐ Substitution of the on-cost method of remuneration by a basic salary remuneration concept; pharmacy owners would be paid for their hours of attendance, their potential for dispensing an initial basic number of items (with more for additional items) and their health care role.
- ☐ Government grants to pharmacy owners to facilitate employment of pharmaceutically qualified ancillary staff, it being mandatory that only qualified staff assist in "State dispensaries."
- ☐ All other pharmacy stock should be the property of the owner and be related to self-enterprise activities.
- ☐ Photographic goods, perfumes and cosmetics would eventually be removed from "State dispensaries."
- ☐ Provision would be made for the existence of independent "chemists" which would not contain a "State dispensary" or dispense NHS prescriptions and where restrictions would not apply to the sale of cosmetics, etc.

Reduced drug stocks

Rational prescription stock levels could be maintained by educating the public to have their prescriptions dispensed by the pharmacy nearest to the prescribing doctor, with stock controlled by a central computer which could also monitor drug interaction risks, etc. As in Sweden, "service laboratories" would prepare extemporaneous medicines thereby reducing stocks of galenicals.

Branch pharmacy ownership would be discontinued after a ten year period, the branches being sold to government approved successors. Similarly, there would be no corporate body ownership

"State dispensary" pharmacies, but both categories might continue as independent "chemists" selling medicines (including private prescriptions), cosmetics and photographic products. Mr Muldrew believed NHS dispensing was becoming less important in terms of Boots' overall turnover.

The concept of a two-tier pharmacist system was worth further investigation, Mr Muldrew continued. Apoteksbolaget has 12,000 employees of which 700 are pharmacists and 2,500 prescriptionists, the rest being pharmacy technicians and cleaners. The prescriptionists (95 per cent of whom are female) receive an education with a general practice basis while the pharmacists (60 per cent male) receive a more prolonged academic education and generally seek employment in industry, research or administration. The prescriptionists and technicians are responsible for dispensing, the former employed as "chiefs" of the smaller, health centre pharmacies.

Mr Muldrew stressed that any new

UK system would need careful consideration. "The government would be faced with a considerable investment programme in stock and in new building but would have the compensation of a properly organised and planned pharmaceutical service which could really enhance the quality of primary health care."

Pharmacists would be freed from the worst financial pressures and have an extended health care role. But, he warned, "it would be foolish to ignore the indignation which must arise in any scheme which attempts to interfere with the current system involving the restriction of financing by non-pharmaceutical investment or indeed the extent of investment by any individual pharmacist. These are real fundamental issues which have to be resolved before any 'new' form of practice could be envisaged.

"In the UK, pharmacists are justly proud of their democratic self-enterprise tradition and should not be expected to accept the total sacrifice of this privilege as has occurred in Sweden. Before the acceptance of the proposed scheme they must decide whether or not, as applied to their NHS activities, such a sacrifice is justified. They must also weigh carefully the current system's disadvantages with any envisaged possible loss of control."

New rules for low calorie foods in US

New rules on the labelling of "low calorie" and "reduced calorie" have been established by the Food and Drug Administration in the United States. With effect from July 1, 1979 all foods introduced which are labelled as "low calorie" should contain no more than 40 calories per serving. "Reduced calorie" foods may only be so labelled if the calorific content is at least one-third lower than a similar food for which it can substitute.

Other requirements are that low and reduced calorie foods bear a complete nutrition label; foods that claim to be reduced in calories must describe a comparison on which the claim is based; foods normally low in calories, such as celery cannot be termed "low calorie" immediately before the name (must be labelled, "celery, a low calorie food"); a food labelled "sugar-free", "sugarless" or "no sugar" must be labelled "low calorie" or "reduced calorie" and meet these requirements or else bear a statement such as "not a reduced calorie food" or "not for weight control."

Caution after wrong tablets dispensed

A chemist was cautioned by the Camden and Islington Family Practitioner Committee for supplying a patient with Paramol 118 tablets instead of DF118 tablets. However, as the prescription was not clearly written and as the error was brought to the notice of the pharmacist

when the tablets were handed over and corrected immediately, the Committee decided that no withholding of remuneration was warranted.

The complainant said that he was medically trained and realised at once that the tablets supplied were not the ones prescribed. When he asked the pharmacist how often such mistakes happened, he said he replied "often". The pharmacist denied this, saying that his reply had been "in view of the many prescriptions dispensed, not very often". He admitted that the prescription had been dispensed by a pre-registration student and though he had himself checked it, he had not noticed the error.

'Chemists' group profitability falls

The "chemists" group in a report on High Street trading, published by ICC Business Ratios, suffered quite sharp falls in profitability (profit before tax expressed as a percentage of total assets) in the three years to October 1977.

But, compared with eight other retail sectors studied, they remained the most profitable in terms of profit before tax expressed as a percentage of capital employed. The "chemists" category comprised Booker Pharmaceuticals Ltd, Boots the Chemists Ltd, R. Gordon Drummond Ltd, E. Moss Ltd, Savory & Moore Ltd, Superdrug Stores Ltd, Westons Chemists (UK) Ltd. The report (£55) analyses and compares the companies' performances and is available from ICC Business Ratios, 81 City Road, London EC1Y 1BD.

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Venos Cough Mixture/ Honey Lemon	12 x std.	£3.18	—	45p	36.4%
Venos Cough Mixture/ Honey Lemon	6 x large	£2.23	—	63p	36.2%
Ribena	12 x std.	£4.30	—	42p	7.8%
Ribena	12 x large	£5.54	—	—	—

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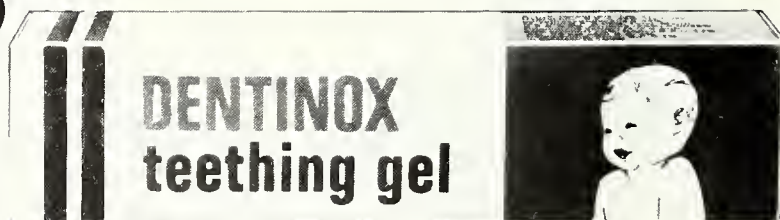
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PEOPLE

Mr David C. Mair, MPS, has been appointed chairman of the National Pharmaceutical Consultative Committee for Scotland. The new vice-chairman is **Miss Jean Fleming, FPS.**

Deaths

Broadwell: Mr Arthur Broadwell, MPS, of 19 Rhodesway, Gayton, Wirral, after a short illness. Mr Broadwell qualified in 1935. *Mr E. G. Collins, chairman of the Wirral Branch, Pharmaceutical Society writes:* "It was with the greatest sadness that I heard of the death of Arthur Broadwell last Thursday after a short illness. I knew Arthur originally as a fellow proprietor, and since his retirement four years ago, as one of the most efficient locums in this area. Always a very active supporter of the local branch, Arthur had held almost every executive position on the committee and was chairman from 1958 to 1959, and was still a committee member when he died. He will be sadly missed by all of us and on behalf of all the committee and branch members I offer our deepest sympathy to his widow and family."

Gorney: On October 6, Mr John Gorney, aged 37, partner in J. and T. Gorney, Leeds. By his attendance at many trade shows and exhibitions Mr Gorney was known to many pharmacists. The business is being continued under the leadership of other members of the Gorney family.

Hamerton: On September 30 in Amersham Hospital, Mr H. L. Hamerton, MPS. On his retirement in 1970, Mr Hamerton was marketing director of International Chemical Co Ltd having served with the company for 22 years. He qualified in 1927.

News in brief

□ Chemist and appliance suppliers in Northern Ireland in July dispensed 906,420 prescriptions (562,431 forms) at a gross cost of £2,229,789 representing a cost of £2.46 per prescription.

□ The index of retail prices for all items for September 12 was 200.2 (January 15, 1974=100) according to Department of Employment figures. This represents an increase of 0.4 per cent on August 1978 and an increase of 7.8 per cent on September 1977 (185.7).

□ A booklet describing the range of activities covered by the animal health side of the pharmaceutical industry has been published by the Association of the British Pharmaceutical Industry. "Animal health matters" is available free from ABPI, 162 Regent Street, London.

□ Details of increases in professional fees for oxygen therapy service are being circulated to pharmacies on FPN 201. FPN 198 and FPN 203 contain details of the change in strength of Colofac tablets (from 100mg to 135mg) and additional payments for containers, respectively.

TOPICAL REFLECTIONS

by Xrayser

No barrier

London, like Venice, is sinking into the sea, possibly due to the weight of all those high-rise flats and prestigious skyscrapers. But whatever the cause, the rate in geological terms is supersonic—12 inches per 100 years. Our recent flood practice brought home to us how fragile is the security we took for granted. A meteorological friend tells me that three factors are critical. The first, prolonged gales packing the seas into the Dover area and sustaining a higher than normal level; the second, a full moon, or its consequence, a spring tide, while the third is a "low" centred over the Thames. Having seen the barrier project we know the threat is real. Yet each day the tides swirl gently up and down, each year fish are caught further upstream and all looks normal.

The parallels with retail pharmacy are striking. We too have three factors—prolonged drug cost inflation, heavy commercial competition, and what appears to be a Government policy to see us sink. The tides of negotiation swirl regularly between the PSNC and the DHSS, while occasionally a fish—and in this context it *has* to be a red herring—surfaces in the upper reaches of our claim. A moyle was recently observed near Westminster Bridge playing with a new form of contract.

The only thing missing is the barrier and the strength to resist the flood. For as fast as we sink a pile some silly fellow tries to knock it down, maintaining that an earth dam is what we need across our Thames, or that our pile drivers are only in it for what they can get out of it. My feeling is that if, in our frustration, we feel we can point a better way, we should promote our ideas directly to our men, or write to the journals so that our ideas can be checked for feasibility. But in the meantime we must talk on, for those who advocate rash action will find themselves quite alone if it comes to a showdown.

I can't believe it

From time to time we read letters in the correspondence columns which capture our attention because the ideas expressed show that the writer has either not grasped some basic fact or has wilfully misunderstood it. Recently a writer, not unknown to C&D's columns, suggested that the PSNC levy was deducted from the contractors' remuneration. Now while I cannot pretend to have always understood exactly how the PSNC was financed, such has been the unhappiness in contractor ranks during the last years, that pointed questions have been asked on this subject, and answers given, so that few of us can now justify ignorance of the fact that the expenses of the Negotiating Committee are borne by the DHSS as a necessary part of the cost of the NHS. In his tactful correction of the writer, Mr Brining told us this once more.

Yet Mr Blum, having been corrected, seems determined to have the last word, and in his latest letter makes the extraordinary suggestion that because the operating costs are paid by the Government, the PSNC is beholden to the DHSS, and so is unable to negotiate wholeheartedly on our behalf. As if to prove this assertion, it is pointed out that there has somehow been achieved an increase in income of £140,000 since 1975.

Mischief

My understanding is that this increase reflects our success in setting up a full-time, paid executive a couple of years ago, and getting the Government to foot the bill. I would have thought that to have done this through our elected and nominated members was a matter for congratulation, for we are not talking about some mysterious "Them" who got lots of money for their "Own" use, but of ourselves, the contractors. If it were not absurd, the suggestion could be misconstrued as an attempt at mischief.

IGMS extemporaneous fees 'completely out of touch with reality'

The Irish General Medical Services scheme professional fee for dispensing extemporaneous prescriptions (£1.08) is "completely out of touch with reality," Mr Dermot Reidy, a community pharmacist in the Dublin area, told the Congress final professional session.

Mr Reidy had carried out a survey of extemporaneous preparations on prescriptions derived from ten local pharmacies; 80 per cent of these were for topical formulations and the rest mixtures, eye drops, nasal drops, etc. There were prescriptions which took up to three-quarters of an hour to dispense, suggesting that on time alone a fee of £4 could be justified—and explaining why many pharmacists regarded such prescriptions as an inconvenience which interrupted the flow of work.

However, beyond the time element there were hidden costs. Wastage occurred because of the large size of the minimum packs the pharmacist had to take from suppliers—Mr Reidy gave

examples of £43-worth of ingredients which had to be purchased in order to produce 500ml bottle of Brompton mixture, for which the charge would only be about £6, and a storage problem created by the necessity to buy 2kg of calcium hydroxide to make a bottle of compound sulphur lotion.

The survey produced a list of 59 different ingredients, and Mr Reidy had asked Dublin wholesalers to indicate those which they stocked. But in most cases the replies were "double talk" and of the two which did co-operate one could offer only 83 per cent and the other 60 per cent of the items. The speaker suggested that it was only by pharmacists swapping drugs between themselves that extemporaneous prescriptions could be dispensed. He concluded: "It would be a sad day, perhaps even the end to our right to be called a profession, when *sec art* has neither meaning nor application in a community pharmacy."

'No claims bonus' in health insurance to curb costs

A "no claims bonus" in health insurance was among a number of suggestions put forward by Dr Sean Barrett, lecturer in economics, Trinity College Dublin, for curbing the escalating costs of the health services in Ireland. These costs have risen from £63m in 1972-73 to £340m in 1978, and the numbers employed in the service have risen to 5.2 per cent of the working population.

Heaviest spenders

Dr Barrett said that Ireland is now one of the heaviest spenders on health services as a proportion of gross national product (GNP) in the European Community. The public sector spends 6 per cent of the GNP on health services while private expenditure by those not covered by the limited State schemes probably spend about one per cent of GNP, the total of seven per cent being two percentage points higher than in Britain. "Ireland is now at about the same standard of living as Britain in 1960. Our current incomes per head are about 65 per cent of theirs. When Britain was at our stage of development it spent 3.9 per cent of its GNP on the NHS. Compared to our 7 per cent, the comparable British figure means that the burden of the health services here is almost 80 per cent higher than in the UK," Dr Barrett said.

The speaker doubted whether "the present degree of tax aversion" in the Irish economy would allow such financing to continue, and in any attempt to cut government spending the health services were likely to be near the top of the list. Dr Barrett considered it essential that the money be diverted towards achieving full employment and he therefore put forward an eight-point plan through which the growth of public expenditure on health services might be restrained.

Eight-point plan

□ Develop measures of the stock of health in an individual and the changes in it due to changes in medical care and other factors influencing health.

□ Independent control of physicians' power to determine both the demand for and supply of medical services.

□ No claims bonus in health insurance. Since many factors which influence health are matters of choice for the individual it would appear worthwhile to give an inducement to make the correct choice from the health point of view.

□ Greater emphasis on comparative effectiveness studies on different medical care systems, different forms of treatment, and between medical personnel in different locations.

□ Develop individual responsibility for health; rising incomes will provide an incentive for greater individual investment in human capital.

□ In order to develop a sense of the cost of medical care among patients and the suppliers of medical services a shadow pricing system might be adopted. The price of each item could be invoiced while not necessarily charged or charged only at some percentage of the cost.

□ Development of more non-medical health programmes in areas such as diet, exercise and safety.

□ Concentrate resources on those in greatest need.

Restriction did not imply gloom

Dr Barrett believed that restriction of the growth of health services expenditure did not imply gloom for the providers of the service. "The curbs are proposed here as part of a plan for full employment which would make the total economy better off. Soundly based policies for public expenditure enrich an economy. The rapid expansion of expenditure on health services by government in this decade was not soundly based.

"Your profession has proven expertise in selling its services in the market place. It will undoubtedly benefit from policies to develop the unsheltered sector of the economy by improving its competitiveness. Success in improving competitiveness will open further opportunities to increase the employment of new and existing pharmaceutical industry here and to increase invisible exports of medical services."

Discussion

Commenting on the paper Mr Tim O'Malley, president, Irish Pharmaceutical Union, called on the Department of Health to utilise the pharmacist's services to the full, which must be of benefit to the economy. The profession should devise some system of remuneration which would enable it to sell knowledge rather than articles, and pharmacists should also have a greater say in the prescribing of doctors—another function which could be remunerated. Mr O'Malley suggested that drug manufacturers' prices should be more closely scrutinised, though he recognised that little could be done about the prices of imported drugs. Media advertising should be undertaken to reduce unnecessary patient demand for drugs, he proposed.

Another speaker felt that the improvement in the quality of life for patients could not be measured by economic criteria. Much of the increased expenditure was due to patients dying in comfort rather than in squalor, and getting medicines dispensed in pharmacies instead of queuing to get them in paper bags under the "poor laws." He believed the community was getting tremendous value for money, and the amount spent on medicines should be compared with that spent on alcohol.

Council ready to refuse re-election to offenders

The Council of the Pharmaceutical Society of Ireland is now ready to take action against members and associates found guilty in the courts of offences in relation to poisons, drugs, medicines or the Pharmacy Acts by refusing them re-election. The Society's president, Mr. M. F. Walsh, told the annual meeting during the Irish Pharmaceutical Congress in Tralee (see also last week, p640) that having publicly drawn attention to the regulations in two successive years, it should now be "taken for granted" that the rule would be applied in appropriate cases in future. Pharmacists debarred from membership of the Society remain licentiates and may continue to practise, but the Council has been pressing for full disciplinary powers to be included in any new legislation covering the profession.

Mr Walsh also told the meeting that a joint Hospital Pharmacists Association-Department of Health working party had agreed the pharmacist's duties and responsibilities in the hospital service. A new grading structure would be created chief I, chief II, senior (three years hospital experience) and basic grade—and arrangements were under way for

the implementation of the full report (which has yet to be made public).

Pharmacy history

Mr J. G. Coleman, the Society's former registrar, informed the meeting that the nucleus of a committee had been established for the formation of an Irish History of Pharmacy Society. Acting as honorary secretary, Mr Coleman said that they had already been granted permission to go through the records of Apothecaries Hall, Dublin—but he asked potential members not to be misled by the group's title since "things that happened ten years ago can be history". It was a matter for regret that some of the older pharmacists alive when Mr Coleman had entered the profession had not recorded their experiences—"It is possible that those who live in 2078 will be delighted to know of what we do."

□ In the report of the annual meeting of the Pharmaceutical Society of Ireland (last week, p640), it was stated, incorrectly, that "progress would be inhibited if the profession continued to attack entrepreneurs." It should have read "if the profession continued to attract entrepreneurs."

MDA soon to be implemented

The regulation to implement the Misuse of Drugs Act 1977 should be submitted for the Minister's signature within the next month or so, Dr B. Hensey, secretary to the Department of Health, said at the Congress banquet. Dr Hensey reported that the final draft was now being circulated for consideration by interested parties.

Welcoming the announcement, the Society's president, Mr Walsh, hoped that similar action in relation to the long-awaited Poisons Regulations and Section 52 of the Pharmacy Act would follow quickly.

Referring to the recent report on the role and responsibility of the pharmacists, the president called for the immediate creation of a working party to examine the feasibility of geographic control of pharmacies. He welcomed the creation of 15 new training posts for pharmacy graduates in the hospital services, but regretted that a number of large institutions were still without the services of a full-time pharmacist. The acceptance of a new grading structure for hospital pharmacists was a step in the right direction.

The president renewed his call for a new codified Pharmacy Bill. In this context, tighter disciplinary controls were called for in line with international standards. For a profession dealing with such an important area of public health, only the highest standard should be tolerated.

Workshop on the future

A Congress innovation was a "workshop" on the future development of pharmacy. The workshop comprised four parallel seminar groups which discussed respectively education and training, professional image and activities in community pharmacy, optimum community pharmacy services, and pharmaceutical legislation, before presenting their conclusion to a joint plenary session.

The group discussing optimum services was concerned particularly with hours and distribution of services; it recommended that the proprietor pharmacist should aim for a 40-hour week but recognised that there would be difficulties in developing the necessary relationship with neighbouring pharmacists in country towns and villages. If a rota service were to be provided it was important to ensure that the service goal was not pitched too high or there would never be any improvement, because everyone wanted to see a pharmacy on the corner of their block available 24 hours a day.

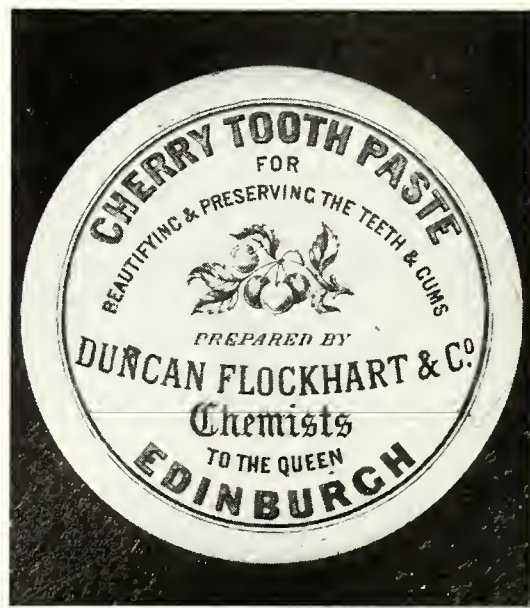
The group decided that there was a lack of information about the services already available, and it was suggested that all pharmacies when closed should give such information, remembering that word-of-mouth did not cater for the tourists or visitors. There must also be a greater willingness to undertake rota services on the part of the community

pharmacists—a survey in Cork had produced only 25 responses from 180 pharmacists, and of these only 12 (7 per cent) were prepared to offer additional pharmacy services on a rota basis.

Another question was location of services, and the group advocated controlling pharmacy numbers in order to ensure continuity in the rural areas. It was inevitable that there would be accusations of restrictiveness by the profession, so it was necessary to look first at the needs of the public. This suggested the need to examine applications for GMS contracts, the adequacy of existing services in the area, and the experience of the pharmacist applicant—at least two years in general practice pharmacy should be a pre-requisite. Another possibility was the principle of one pharmacist, one pharmacy.

The group attacked doctors who held both dispensing and medical GMS contracts, the former perhaps "hidden" under limited companies. It was, they said, something pharmacists would be militant about.

However, the group warned that "control" would bring with it the "heavy hand of bureaucracy." It was not therefore the answer to all pharmacy's problems, and the profession must ensure that the ambition of young graduates to own pharmacies was not frustrated.



Toothpaste in a jar

Pictured above is the lid of a Cherry toothpaste jar which dates from about 1890. Duncan Flockhart & Co Ltd say that the lid, about three inches in diameter, was found in a rubbish dump by a captain of the Royal Scots who is a keen collector of antique pot lids. The lid dates from some time between the granting of the Warrant in 1884 and the earliest available brochure of 1910. By that year the product had been replaced by Baumol toothpaste in collapsible tubes which itself was discontinued many years ago.

COUNTERPOINTS

Plough to introduce Formula 405

Plough UK Ltd are planning to make available in this country a range of skin care products under the Formula 405 name. These products were developed in the US by Dr Frank P. Panzarella, a biochemist and the president of the Doak Pharmaceuticals Co which first formulated Formula 405 cream, a deep penetration moisturiser. It is said that the hydrophilic agent contained in this cream works beneath the skin surface to replace moisture in the cells of the stratum corneum. It was originally developed for the care of dry and premature ageing complexions. Further products have now been added to the range which comprises Formula 405 light textured moisturiser, lotion, skin cleansing lotion, skin cleansing mitts, soap, and bath oil.

Until recently these products were only available through dermatologists in the US. Schering Plough took over general distribution in America, and their



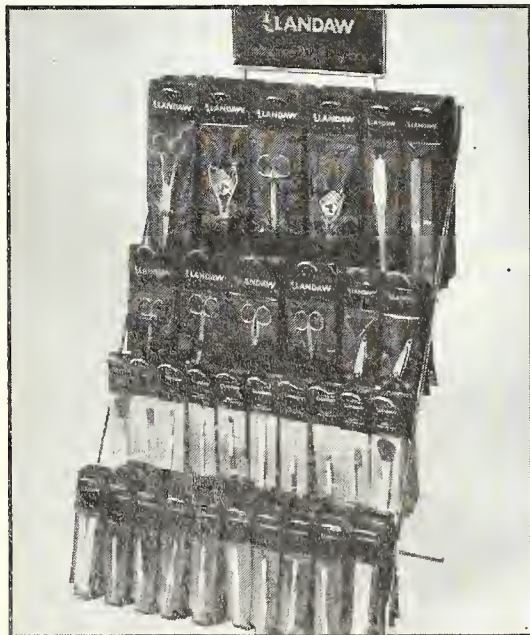
UK subsidiary, Plough (UK), is planning to do the same in this country in the near future. *Plough (UK) Ltd, Penarth Street, London SE15 1TR.*

Fiesta festival

In a promotion running on Quilted Fiesta until the end of November, Bowater-Scott are offering a reduced price combined with an on-pack consumer competition.

The competition springs from the lively theme of a Fiesta Festival. First prize is a holiday for two worth £4,000, and there are one thousand runners-up prizes of an album of the musical, Evita.

Pictured below is one of two display stands which has been made available by L. Landaw & Co Ltd. This company carries a full range of chemist sundries including Diamon Deb and Kurlash products for which they are the sole importers and distributors in the UK. *L. Landaw & Co Ltd, 154 Manor Park Road, London NW10*



The front panel of promotion packs is flashed "at least 3p off recommended price," and displays an invitation to "win the Fiesta Festival, holiday trip of a lifetime."

The recommended retail selling price of a twin pack of Quilted Fiesta for the period of the promotion is £0.50: therefore no 3p-off pack should retail at more than £0.47.

Entrants match the pictures and titles of world-famous festivals (both printed on the back panel) and suggest an appropriate name for a fiesta-time drink. Proof of purchase of Quilted Fiesta is provided by the competition panel.

The promotion is backed with point-of-sale material, ranging from headboards to balloons, and coincides with television advertising for Quilted Fiesta. *Bowater-Scott Corporation Ltd, 68 Knightsbridge, London SW1X 7LR.*

Jackel prices

For a limited period only Jackel & Co are offering price reductions on three of their products. Both glycerine and rosewater cleansing lotion and extra dry skin lotion will be available for £0.45 instead of £0.55 and Thicken Hair in both formulations will be sold for £0.59 instead of £0.79. *Jackel & Co. Ltd, Kitty Brewster Estate, Blyth, Northumberland.*

Twice Nomor

While stocks last Dendron Ltd are making two packs of Nomor Grey available to the consumer for the price of one. *Dendron Ltd, 94 Rickmansworth Road, Herts WD1 7JJ.*

Sunsilk add Blow and Style

The first addition to Elida Gibbs' Sunsilk range since its relaunch in 1977 is the current introduction of Sunsilk Blow and Style lotion. Sunsilk Blow and Style lotion (£0.55, introductory price £0.43) has been developed as a result of research which showed that the rapid growth of blow-drying was creating a need for specially formulated products to aid blow styling, says the company.

Having been formulated to work with a blow-dryer, it is said to make styling easier and give shine and a long-lasting style to the hair once dry. It also contains conditioning ingredients to help protect the hair from the effects of blow drying.

"Our aim at Elida is for Sunsilk to be a total hair care range and for this reason we are continually monitoring changes and shifts in consumer needs. Sunsilk Blow and Style lotion has been designed to fill a new consumer need for products to cope with blow dry styling and we are convinced that it will be an immediate success," says brand manager Robert Field.

Sunsilk Blow and Style lotion has variants for dry, normal, greasy and fine flyaway hair. Its functional 100ml PVC, eight application cylindrical pack has a cream and brown design similar to that of Sunsilk Deep Action conditioner and it has a sprinkler top for ease-of-use. A Press campaign for the new product will appear in leading women's magazines between now and the end of the year. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*



Elida Gibbs form new subsidiary called Parfums Roberre

As part of a general diversification programme Unilever are forming a new company called Parfums Roberre Ltd. Its general manager, Roy Callow, will report to the chairman of another Unilever company, Elida Gibbs Ltd.

Some time ago Elida Gibbs decided that if they were to continue to grow they should look at fresh pastures. Sun glasses was one of their first ventures with the launch last year of Goggles. Parfums Roberre will enable Elida Gibbs to exploit more of these new markets, such as fragrances for both men and women, skin treatments and possibly even colour cosmetics. It is felt that these markets are moving closer to Elida Gibbs's field of expertise now because more people are using products which used to be thought of as luxury items.

The new company has financial independence from its parent because of the successful brands, previously sold by Elida Gibbs, with which Parfums Roberre will enter the market place. These are Denim, Stowaway and Goggles.

Roy Callow believes that rapid growth

can be made in these new markets if the products are marketed with the power and imagination of which Gibbs has demonstrated it is capable. But retailing these products needs a different structure than that required for the sale of toiletries. Representatives need to be able to spend more time with retailers and possess more specialised expertise, and Parfums Roberre will have its own team of sales representatives.

Mr Callow recognises too that until now some chemists have tended slightly to resent Elida Gibbs products because they are also sold successfully through grocery outlets. He hopes therefore that pharmacists will welcome the creation of Parfums Roberre Ltd whose products are more in line with non-food outlets, and not intended to be price promoted.

Mr Callow is currently establishing patterns for the new company. The style he wants is based on their being a professional marketing team rather than entrepreneurs. He intends, he says, "to take a questioning and perhaps slightly non-conformist attitude to the business;

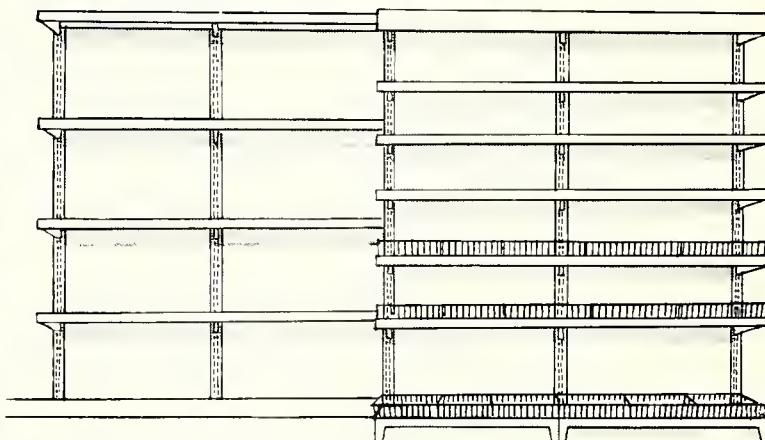
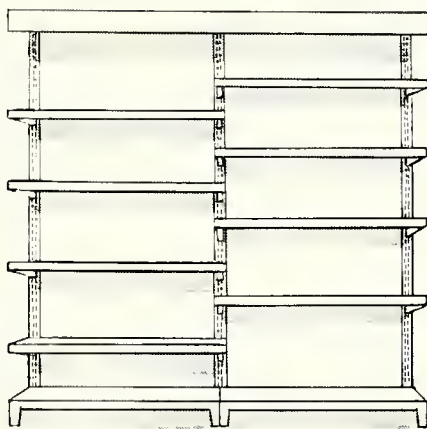
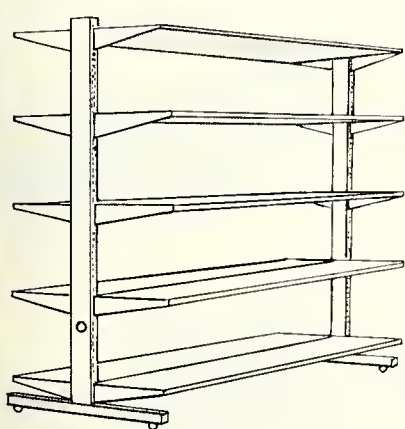
rather than looking into the past and asking why, he hopes to envisage the future and ask, why not?

"We will be creating a Roberre 'house' identity for the consumer but it will only be used selectively in the marketing of certain premium brands. Our first 'Roberre' brand in this sense will be launched early next year, but neither Denim or Stowaway will carry the Roberre name to the consumer."

Additionally there will be a highly priced men's brand coming out next year under the Cerrutti label, and there will be a women's fragrance marketed under the Bill Gibb name. Mr Callow believes that this will be the first time a British designer has lent his name to a perfume.

Some of the wholly owned European subsidiaries could also be much more in evidence behind Parfums Roberre. These include Pierre Robert, the Swedish cosmetics company from which the name has been derived, Harriet Hubbard Ayer in France, and Atkinsons in Italy. *Parfums Roberre Ltd, 44 Portman Square, London W1A 1DY.*

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COUNTERPOINTS

Radian B spray uses nitrogen propellant

A television commercial for the newly-launched Radian-B spray runs in the Granada area from November 6-27. A national Press campaign, October 23 to January 29, 1979, will also back the product.

Radian-B spray (£0.85) is a new type of aerosol with the liniment contained in a plastic bag within the can. The propellant, nitrogen, surrounds the bag but is not expelled in the spray. The spray will continue even when the can is inverted. *Radiol Chemicals Ltd, Stepfield, Witham, Essex.*

Zest on test

Procter & Gamble Ltd are test marketing a new soap in four television areas. Zest toilet soap (145g £0.28) is described by the company as "a high lathering, fresh soap with a lemony smell. It is yellow in colour with white marbling." It will be backed in the test areas by television advertising on Scottish, Border, Lancashire and Midland stations. *Procter & Gamble Ltd, Gosforth, Newcastle-on-Tyne NE99 1EE.*

Baby's bath towel promotion

The third on-pack promotion of the year for Robinson's baby foods continues the Mabel Lucie Attwell theme which has been used for the first two promotions, one of which—a Mabel Lucie Attwell mobile—was said to be by far the most popular promotion ever run by Robinson's Baby Foods.

The new promotion is for a cream coloured baby's bath towel made by Osman from 100 per cent cotton. The towel is approximately 21 x 40in and it features two full colour Mabel Lucie Attwell drawings. The normal retail price would be approximately £3.25 but it is offered on-pack for £1.95 (including post and packing), plus ten packet tops from any of Robinson's baby foods or cereals. The offer will be featured on Robinson's baby food one and baby cereal packets, but baby food two packet tops may be included by the consumer as proof of purchase. The offer is available while stocks last. *Reckitt & Colman Food Division, Carrow, Norwich.*

Sangers promotions

The November promotions from Sangers Ltd, cover Alberto Beyond conditioner, Andrex, Aquafresh, Camay, Crest, Dettol, Earthborn, Elastoplast Airstrip and stretch fabric, Fairy soap, Fresh soap, Harmony hairspray, Head



& Shoulders, Heinz baby foods, Kleenex for men tissues, Kotex Brevia and Sylphs, Nice n' Easy, Palmolive shaving cream and stick refill, Toni home perm, Tufty baby pants and Tufty tails disposable nappies, Wella balsam, Wilkinson double edge and W11 blades. *Sangers Ltd, Cinema House, 225 Oxford Street, London W1R 1AE.*

Colour process

An all liquid colour slide processing kit for amateur photographers has been introduced by 3M (UK) Ltd. The kit (£8.29) is designed to overcome the task of powder chemical mixing. *3M (UK) Ltd, 3M House, PO Box 1, Bracknell, Berks.*

PRESCRIPTION SPECIALITIES

MEFOXIN injection

Mefoxin, cefoxitin sodium, is one of a new class of antibiotics, the cephamycins. Cephamycins are reportedly stable in the presence of betalactamases—both penicillinases and cephalosporinases. Many Gram-negative pathogens are resistant to penicillins and cephalosporins due to the production of these enzymes and hence Mefoxin is clinically effective against such organisms. Mefoxin is also effective against Gram-positive bacteria

Manufacturer Merck Sharp & Dohme Ltd, West Hill, Hoddesdon, Herts

Description Vials containing 1g or 2g cefoxitin as the sodium salt. Each gram contains approximately 51.5mg (2.2mEq) sodium

Indications Treatment of following caused by sensitive bacteria: peritonitis and other intra-abdominal and intra-pelvic infections; septicaemia; infections of the urinary tract, female genital tract, respiratory tract, bones and joints, skin and soft tissues

Contraindications In persons sensitive to cefoxitin and cephalosporins.

Dosage By intramuscular or intravenous injection. See literature

Precautions May be cross-allergenicity between cephamycins, penicillins and cephalosporins. Dosage should be reduced when Mefoxin administered to patients with renal insufficiency. If to be used in pregnant women, advantage should be weighed against possible hazards

Side effects Thrombophlebitis has occurred with intravenous administration. Maculopapular rash, urticaria, pruritus, eosinophilia, fever have been reported as has diarrhoea. Transient leucopenia and neutropenia have been reported

Storage Below 30°C. Dry material and solutions tend to darken on storage; potency not affected. After reconstitution, stable for 24 hours at room temperature, 96 hours in refrigerator and for 13 weeks in frozen state

Dispensing diluent Water for injection, sodium chloride injection or dextrose injection

Packs 1g and 2g vials (£4.47; £8.94 trade)

Supply restrictions Prescription only

Issued October 1978

Influvac Mono

Another influenza vaccine, Influvac Mono, has been introduced by Duphar. Each 0.5ml dose contains A/USSR/92/77(H₁N₁) 600 IU (0.5ml ampoules £1.60 trade). *Duphar Laboratories Ltd, Gaters Hill, West End, Southampton SO3 3JD.*

Drinamyl stopped

Drinamyl, in all its presentations, has been discontinued by Smith Kline & French Laboratories Ltd, Welwyn Garden City, Herts.

Bolvidon 30 mg

Organon have introduced a 30mg strength of Bolvidon (mainserin hydrochloride). Available in calendar pack of 42 (£7 trade); 100s (£16.50) and 500s (£82.50). *Organon Laboratories Ltd, Crown House, London Road, Morden, Surrey.*

Metatone bottles

Parke, Davis are experiencing difficulty in obtaining amber bottles for the 500ml pack of Metatone, and as a temporary measure, they say that clear bottles will be used until the supply situation is resolved. *Parke Davis & Co (Inc), Usk Road, Pontypool, Gwent NP4 8YH.*



They won't last five minutes at Christmas

Imperial Leather products go quickly at any time of year. But with all-new Shower Foam, and new Christmas packs for Bathing Foam and After Shave, plus a completely new pack for Family Talc, they won't stay on your shelves for five minutes at gift time.

What's more, with Bathing Foam as brand leader last Christmas, and the other three products right behind it, you're in for a very happy Christmas.

Beatson Clark- confidence in glass.



Beatson glass containers provide the necessary protection for packaging pharmaceutical products, in white flint and amber glass.

Beatson Clark have been making glass for two centuries and today

serve the pharmaceutical world with most types of medicinal glass containers.

Ask your wholesaler.
Beatson, Clark & Co. Ltd.,
Rotherham, S. Yorks. S60 2AA
Tel: 0709 79141 Telex: 54329



COUNTERPOINTS

Unichem repack pastille and glove ranges

As part of Unichem's own brand packaging rationalisation programme, new colour packs have been designed for the range of four pastille products sold by the company—glycerin, lemon and honey; blackcurrant and glycerin; throat and catarrh; and Gee's linctus pastilles.

The new packs incorporate a metal foil liner, which hermetically seals the contents of the pack, and ensures that the pack has a relatively long shelf life, says the company. The price has been kept down to last year's level (£0.30).

Unichem's own brand household gloves (£0.32) have been repackaged in line with the company's policy of bringing all own brand products under the Unichem label. They are now packaged in a see-through cellophane envelope featuring a broad blue identification band, which gives information on the care of the gloves, and incorporates the Unichem symbol. *Unichem Ltd, Crown House, Morden, Surrey.*

Supersoft & Braun competition

Prizes worth £1,000 are offered to readers of the November issue of *Film Review* in a "name the stars" competition sponsored by Reckitt Toiletry Products in co-operation with Braun Electrics. Contestants have to identify nine well-known actresses illustrated in the magazine and, as a tie breaker, complete in not more than 15 words the sentence: "Hair-care is important because . . ."

The 40 first prize winners will each receive a Braun-Electronic Sensor hair-styling set together with 12 standard bottles of Supersoft shampoo and conditioner. Each of the 20 runners-up will receive 12 bottles of Supersoft shampoo and conditioner.

Film Review sells in cinema foyers and has a predominantly young readership. "It is an ideal medium for getting to an important section of the market," says Supersoft product manager Richard Travers. "We are backing the promotion with 30 second trailers in the cinemas and no one in the audience can fail to be aware of the competition". *Reckitt Products, Reckitt House, Stoneferry Road, Hull HU8 8DD.*

Winalot TV game offer

Home television games at bargain prices is the latest in Spillers Foods' series of on-pack Winalot offers open to both shoppers and retailers. Four black and white television games—can be played.



on the compact Optim Sport set. Features include remote controls, dual ball speeds, variable service angles, adjustable bat sizes and on-screen scoring. Worth double the Spillers offer price, the television game is available for £5.99 plus one token from either the 4lb or 6½lb Winalot pack and two guarantee tokens from the 28oz pack.

The trade can either buy the television game at the offer price or make a further saving of £1 by collecting ten of the special leaflets packed singly in all promoted outers. In addition to a flashed pack, point of sale material is also available. The offer is being promoted nationwide for the four week period commencing October 9, and closes on June 30, 1979. *Spillers Ltd, Old Change House, Cannon Street, London EC4M 6XB.*

New light brown highlights from Henna Hair Health

Henna Hair Health have introduced a new Henna creme colour; light brown highlights, especially for those with grey or white hair.

To date there has not been a product in the Henna Health colour range for those with more than 10 per cent evenly distributed grey or white hair, explains the company. "Now all is changed with the introduction of this pure vegetable henna blended with natural organic creams to make Henna creme colour light brown highlights. This first-ever natural product for grey or white hair contains no harmful chemical additives, it cannot endanger health nor does it colour in red or orange tones."

Henna creme colour (£1.20) as it's name implies, is henna in creme form and is said to be very easy to apply. It lasts between two to four washes. It can be used on tinted and permed hair but its colouring effects are not suitable for bleached hair. *Henna Hair Health Ltd, Classic House, 174 Old Street, London.*

Carmen offer from Earth Born

Earth Born, Gillette's shampoo is running a promotion this autumn which offers a price saving to the customer. It consists of an opportunity to purchase a Carmen conditioning curl 20 set of heated rollers for £15.95 (recommended retail price £26.95).

To take advantage of this offer all the shopper has to do is send in a cheque or money order with one large or two small Earth Born labels and a completed entry form. Forms are bound together in blocks to stick on the shelf front. *Gillette UK Ltd, Great West Road, Isleworth, Middlesex.*

Vestric promotions

Vestric promotions for November are: Listerine, Zubes original and lemon & honey, Loving Care, Delrosa rose hip syrup and orange & rose hip syrup, Rinstead pastilles, Meggazones, Ralgex spray and stick, Beechams Powders with hot lemon, J&J baby cream, baby dry liners, Simply for Skin—cleansing lotion, freshener, moisturiser and night care cream, De Witt antacid powder and tablets, Libresse, J&J baby powder banded with free baby lotion, baby soap, Bic razors, Fabergé Brut 33 splash on lotion, Kleenex Chiefs and Kleenex toilet tissue, Elnett hair spray, Denim after shave and Denim shave foam, hair control, antiperspirant, roll on, talc, cologne and splash on, Stowaway, Midas foam bath, Milumil infant food, Elastoplast Airstrip and fabric, Airbal Breath Easy, Tender Touch buds, Ladyshave; Philishave de luxe, Philishave and Philishave battery de luxe, Hometrim pistol hair dryer, electric blanket (Philips range), and Feminax. *Vestric Ltd, Chapel Street, Runcorn, Cheshire.*

ON TV NEXT WEEK

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

Alka Seltzer: All except Ln, M

Anadin: All except U, E

Andrex: All except Lc, U, We, E, CI

Aspro Clear: All except Ln, Lc, U, E

Beechams catarrh capsules: WW

Beecham Powder Hot Lemon: All except E

Complan: All except M, U, E, CI

Dristan: So

Head & Shoulders: So, A, U

Pure & Simple: All areas

Mandate: Ln

Night Nurse: All except E

Numark: G, U, B

Vosene: All areas

VO5 range: All areas

Personality pulling power

C&D looks at character merchandising

"I cannot imagine that some of our early prize-fighters used perfume, but nowadays the sweet scent of victory is something that one has to splash over oneself". That comment was made in Parliament last August by the Right Honourable Mr Fraser, Minister of State for the Department of Prices and Consumer Protection, and proves unequivocally that "personality selling" can succeed. Henry Cooper made the phrase "splash it on all over" famous for Fabergé's Brut 33 and today the theme is echoed by Barry Sheene, personable young motor cyclist and possible future racing driver.

Talking to Barry Sheene *C&D* found that he was a happy Brut 33 representative, especially since he believes that Fabergé is a very professional organisation. He sees himself as specifically attracting the younger customer while "our 'Enry" has a more universal appeal. "Mind you," he says proudly, "I did get a fan letter from a gran recently. I was dead chuffed with that!" His usefulness to Fabergé is mainly confined to appearing on posters, and in television advertising. He also tries to attend the company's trade conferences, and visit stores when he can fit it into his tight racing schedule.

His face, with the now familiar Sheene "oh my gawd" eyes-raised expression, is also often seen on point of sale material or promoting competitions in magazines. It is obvious, he says, from the yells of "go on, Barry, splash it on" which follow



him around that the advertising plays very strongly on people's memories. Asked whether he thinks his association with Fabergé is successful he points out quite rightly that if it weren't "my involvement just wouldn't go on".

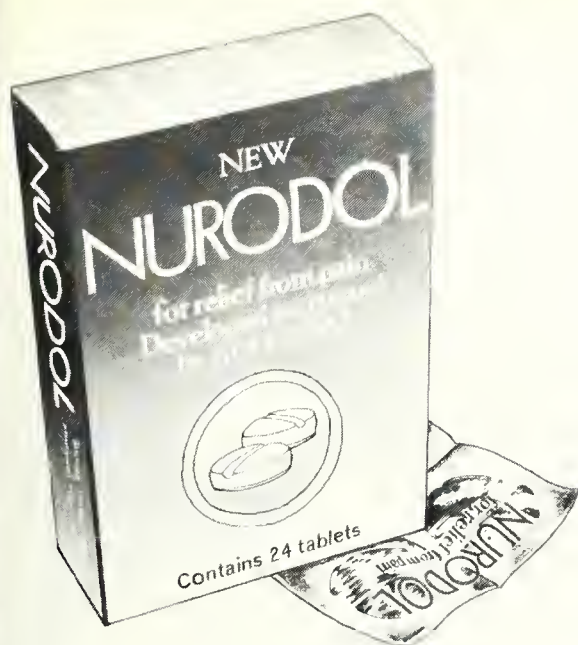
Although he has been approached by other people he says his decision to go to Fabergé was influenced by his belief that they were a professional, go-ahead, right thinking company, attuned to his way of thinking. "They're certainly not a Mickey Mouse bunch" he concludes.

Gerald Harper had similar reasons for choosing to back Tabac Original. "Let's face it," he says, "I am much more of a Champagne person than a beer man, and Tabac Original has the requisite amount of style for me." Mr Harper began his association with Eylure and Tabac Original as a "mascot on the bonnet", or a figurehead for Tabac wearers, but he soon became bored by the limitations of this and wanted to involve himself more with the company behind the product. He is now a director of Eylure and participates much more directly with the public relations for, and the promotion of, Tabac Original. His work as an actor and broadcaster means that he travels extensively throughout the country and in this way manages to combine his interests. He always makes a point of visiting stores and then reporting back to the company on the product's successes and failures. He sees this as an immediate return from his activities.

Gerald does not see himself as a "typical" Tabac man. He believes that his prime importance lies in his PR activities for the brand. His appearance causes a stir in whatever town he is



Continued on p698



EVERYONE'S SWITCHING TO RADIO NURODOL.



At work, in the bath, pottering
in the greenhouse.

Everywhere that people
listen to local radio, they're
getting the Beecham message.

That Nurodol is the
painkiller which shifts pain fast
without the fear of stomach upset.



In London, Birmingham,
Manchester, Glasgow and all
the other 15 local radio
stations, our series of
remarkable commercials
is fast making Nurodol a
household name.

Nurodol is the first analgesic
to concentrate its advertising
budget on radio.

There are already signs that
it's paying dividends.



TELLING EVERYONE, EVERYWHERE.



Perhaps the most eye-catching range of sunglasses yet, new Lookers confirm what every Polaroid stockist already knows: you can focus on fashion without losing sight of quality.

POLAROID'S NEW

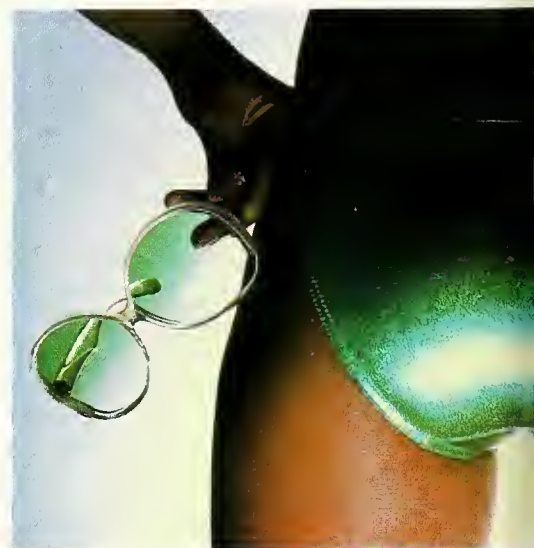
LOOKERS

FOR THOSE WHO CAN SEE FURTHER THAN THE END OF THEIR NOSE.

For the first time ever, we offer non-polarising lenses, UV96 Equitints and Graduals, which eliminate up to 96% of potentially harmful ultra-violet radiation and do it with style. Whilst the graduals are anything but gradual in the spectacular effect their colours create.



Nor have we overlooked our famous original polarising lenses, though you may not recognise them at first. Given the new Lookers treatment, they'll put other sunglasses in the shade!





LOOKERS
BY **POLAROID**

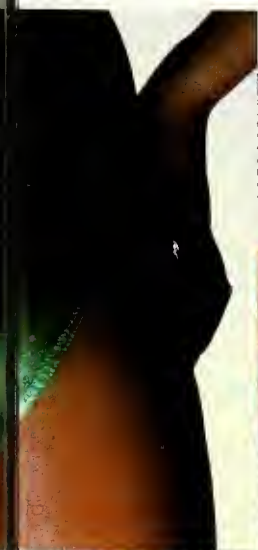


Our first time into mirrors,
po. Silver or gold, they reflect
more than a glint of trends to
come...but not at the expense
of Polaroid reliability. As with all
new Lookers by Polaroid, a one-
year Replacement Guarantee
accompanies each pair.



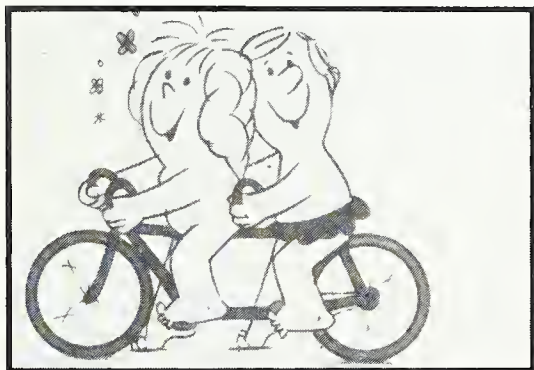
It all adds up to 63 dazzling styles in 100
lenses and colour variations...among
them, a Sports Collection even racier
than the last. They're yours for the
takings...providing you have the
vision to stock them. New Lookers
by Polaroid.

"Poloroid" and "Lookers" are registered trademarks
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Polaroid (U.K.) Ltd., Ashley Road, St. Albans, Herts. AL1 5PR.
© Polaroid Corporation 1978.



Personality power

Continued from p694



visiting and therefore attracts attention to the product. He likes establishing a tangible connection with the people who sell the product too, and not just with the customers. After a year or so of doing this he now feels he has been able to bridge that gap. He "maintains relations", not just by standing around and exuding "how nice it is for you to meet me" expressions but by becoming involved. He also feels that it is "only good manners" to go out occasionally and thank the people who actually have to stand in the shops and sell the product. "When it comes down to it", he says, "they are the ones who have the hardest job of all—that of making a sale."

From a personal standpoint Mr Harper is happy to be connected with something whose success can be measured over the long term—something so different from the transient successes of the acting profession. Since his involvement with Tabac Original—but not, he insists, because of it—sales have gone up by 30 per cent.

Has Gerald Harper a picture of the typical Tabac man? "Not really, it's a bit like my radio programme," he says, "one is always told to picture one person and talk to them but I prefer to visualise a number of people—as different as they could be—and address them. Similarly I like to think of a number of different types of men who might wear Tabac Original". He is also pleased with the new image of men's colognes and after shaves in general, in that the "Tony Hancock type of farce of slapping stinging stuff manfully on the face after shaving—the more excruciating the better"—is no longer relevant.

Emily's best friend

Another person who does not necessarily visualise her customer, but who typifies any and all of the ladies who might wear the product she promotes, is Emily. Emily, the cartoon character who busily advertises and promotes Mum Rollette is seen by Bristol Myers as a "mythical figure" in that she is timeless, ageless and almost asexual. Not only is she the developing younger girl but also that little girl which every woman of whatever age has inside her. She has an attribute that all women long for—she has no age. She has no one boyfriend but

is rather a woman within a group. Emily did in fact emerge from a nameless group of Mum girls. She is very much a social creature who gets involved in various quite believable boy meets girl situations. There is never any sexual innuendo in the advertisements however as it is felt this would interfere with Emily's image as a nice and charming girl. One is supposed to leave a Mum advertisement smiling.

This asexuality is achieved despite the fact that Emily never wears any clothes. This was a deliberate decision so that Emily will never show her age by being "out of date". All Emily's social situations have a built in and instantly recognisable "social acceptance factor", which is also timeless.



It is the strategy of the brand to emphasise display rather than price, says Emily's spokesman and Mum brand manager, Roger Collins. Emily gives these display pieces and promotional material extra value by being instantly associated with the brand in the mind of the consumer. The key word to apply to Emily is "charming". She is also seen as a truthful lady and one whom those consumers can trust.

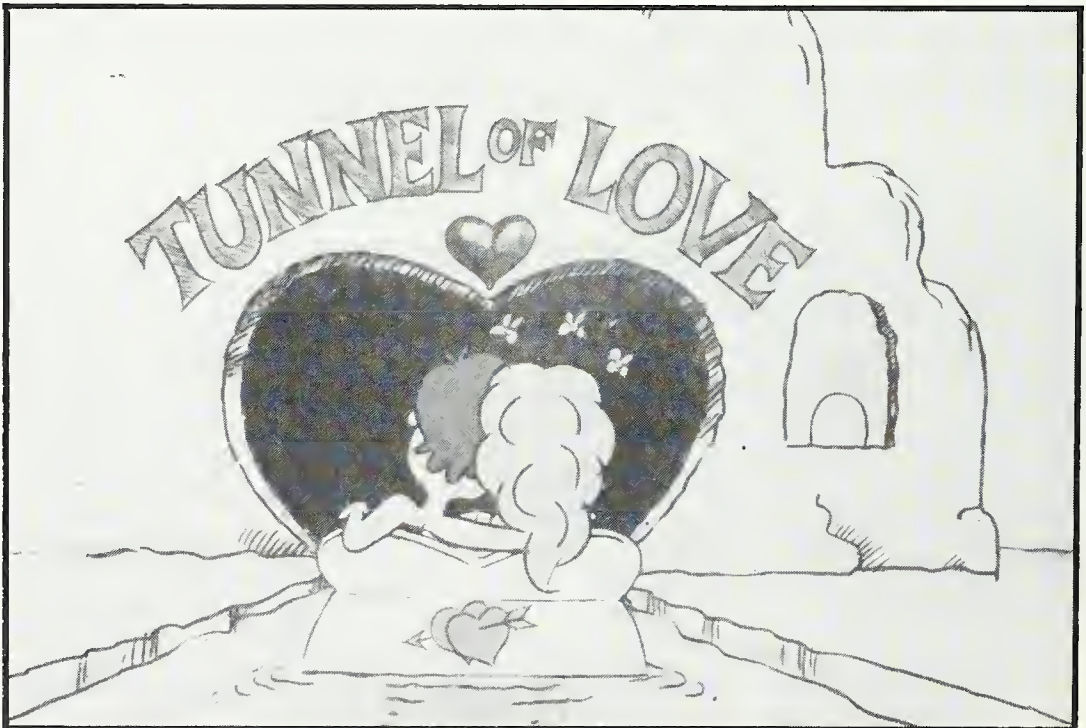
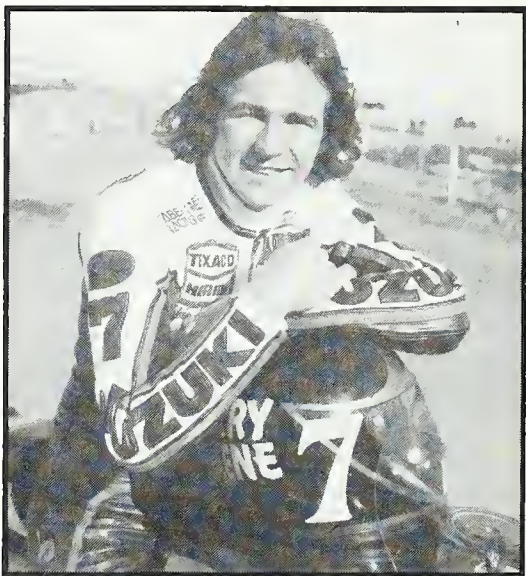
Early advertisements for Mum featured a boy/girl, Adam and Eve situation which expanded into groups of boys and girls. The name Emily was used as an identifying tag for some time by the advertising agency, Geers Gross, before it actually emerged in the advertisements in 1975.

Since then her impact has become stronger and most women now know that Emily's "best friend is her Mum".

Mum is portrayed as a gentle, no-nonsense brand typified by Emily. She is, however, never seen as "real". It is understood that she is an animated figure and although this in no way detracts from her personality, it enables the company to put her into rejection situations that would just be too painful if she were real. She could be described as a shorthand device to attract the consumer's attention to her product, as are the words "splash it on all over", and the enigmatic and stylish figure of Gerald Harper.

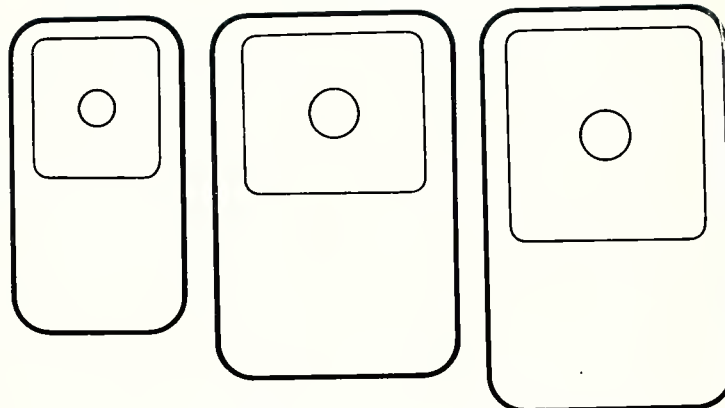
Benn conference

The subject of "character" merchandising will be discussed at the Character Merchandising Conference to be held at the London Cunard International Hotel on November 2 (*C&D*, September 9, p386). It will be led by USA and UK experts involved with all aspects of character creation, character marketing, consumer research and retailing. As demonstrated above this is a big business with royalties running into millions of pounds each year. Details from Benn Business Promotions Ltd, 25 High Street, Edenbridge, Kent.

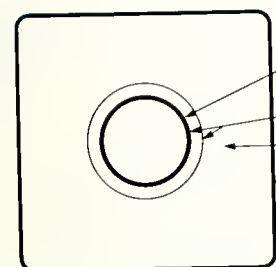


Colosafe

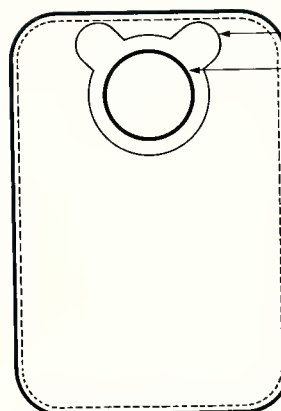
Colosafe is made in three sizes. Colosafe 2 is the size most people will prefer but there is Colosafe 3 for extra capacity. Colosafe 1 is a security pouch for sports wear or when bathing or for that special night out or for paediatric use.



Supreme



Clear view of stoma when fixing.
Choice of 40mm or 57mm opening.
Special stay-clean surface.
Low allergy adhesive.
Designed for twice weekly renewal.



Full-tab flatulent venting
Odour proof seal.
Extra safe double welded seams.
New film material
-no rustle
-odour proof
-opaque front panel conceals contents
clear underside allows inspection.
Round corners prevent 'snagging'

Colosafe and Supreme are stocked by branches of:

Boots
 Macarthy's
 Martindale Samore
 Sangers
 Unichem
 Vestric
 and

D. A. Arthur Surgical, Edinburgh
 Barclay Hospital Supplies, Leeds
 Chas Bullen, Liverpool
 Richard Daniel, Ashton under Lyne
 A. C. Daniels, London

Richard Daniels, Derby
 East Anglia Wholesale, Norwich
 Ellis Son & Paramore, Sheffield
 Herbert Ferryman, Southampton
 Fylde Laboratory, Preston
 Grimwade & Ridley, Ipswich
 Philip Harris, Birmingham
 Hyposervice, Thame
 Jones & King, Fareham
 Masters, Bristol
 North West Ostomy, Manchester
 Ridleys Wholesale Chemist, Carlisle

T. W. Rose, Ipswich
 Rudge Roberts, Manchester and Shrewsbury
 T. J. Shannon, Bolton
 Smith & Hill, Sheffield
 E. Smith, Hull
 Southern Syringe Services, London
 Staniforth, Penarth
 Thames Valley Medical, Reading
 D. Wardle, Stoke on Trent
 Wilkinson, Nottingham

Our Colostomy Service Team is ready on 0494-446551 to help you locate your nearest wholesale stockist right away. That's good news for patients — good news for you.



Searle Medical
 PO Box 88, Lincoln Road, High Wycombe, Bucks HP12 3RE

*Translet, Colosafe and Supreme are trademarks

TWO BIG WINNERS

FROM **SEARLE** **MEDICAL**



Translet^{*} Colosafe^{*}



Searle Medical's newest contribution soon to be Britain's most asked for colostomy pack. Colosafe is an all-in-one system made with a specially formulated hypoallergenic tape which works best at body temperature — so less soreness. Colosafe is made of a clean white film which combines strength with low noise, and high odour resistance — so no more embarrassment! It's vented — so no more wind problems.

Translet^{*} Supreme^{*}



For those who prefer a two-piece system, Supreme gives maximum protection with minimum fuss plus all the features you would expect to find in a Searle Medical designed colostomy system. The flange needs to be renewed only twice a week. Safe. Convenient. Easy to use. And, of course, kind to the skin.

Colosafe and Supreme can be recommended with complete confidence because both products have been made with a lot of understanding of the needs of your colostomy patients — both products have been thoroughly tested by colostomists. Both very attractively packaged, and that means less embarrassment at the point of sale — better acceptance by your customer.

Brand leaders...



The Chinese sought immortality and found pharmacy on the way

by A. G. Mervyn Madge, FPS

The Western World today is taking much interest in China and its thought, practice, legend, history and medical sciences which naturally include our own pharmacy. However the word "pharmacy" is never mentioned, it is always "pharmacology" due to Chinese medical science evolving in a different way, being much closer to the "earth" with herbs, roots, barks, etc, than the "chemical" ways of the West.

There are broadly four periods in Chinese medical history. The ancient or legendary period, 2697-1122 BC, with Huang Ti the Yellow Emperor (2698-2598 BC) and Shen Nung, the legendary Father of Chinese medicine (2838-2598 BC); the historical or golden period, 1121 BC-960 AD; the medieval period, 961-1800 AD, and the modern period with the change from theoretical, speculative or philosophical teaching to the age of science.

Rival beliefs

Originally there was plant lore, demonic belief and faith healing which gave way to religious beliefs embracing Confucism with its gentlemanly conduct, pure thought and actions, and humility to achieve perfection; Taoism with its Yang and Yin, male and female, dragon and tiger, positive and creative, and receptive and negative; the five elements, earth, metal, wood, water, and fire, and the law of opposites making the perfect balance. The rival beliefs made a great impact on China's development and course of history, as each emperor leant one way or the other.

There was the evolution from the slave state to the emperor or feudal state; but the Emperor held a special position. It was considered that he was the representative on earth of the Lord of the Heavens and if he did the right things all would be well for the people. This was his mandate from heaven and the people. Natural disasters and catastrophes were bad omens and many an Emperor lost his mandate.

The Lord of the Heavens was thought to be immortal and hence immortality was perfection. Therefore it would be quite correct for his representative on earth to seek perfection and immortality. It was also considered that gold was a perfect metal, all others being diseased. Therefore, if base metals could be made perfect then somewhere there might be a clue to the Elixir of Life. Here can be seen that with the Emperor's power of life and death over his subjects, and the wish for advancement by the courtiers and place seekers there was the way to riches and fame. Hence this search acquired on the way, by observation and deduction, a "spin-off"—in the chemical



world, alchemy; and in the plant world, that of traditional medicine.

One "thought" is also seen in India, with which China had links in 3-4,000 BC, in Ayurvedic and Unani medicine. If a metal was calcined with a herb or plant the "soul" or "pho" of the plant being female might heal a "diseased" metal and convert it into gold. Naturally, there were hundreds of permutations of plants and metals, but a knowledge of medicinal use was acquired on the way. One worker was Wei Po-Yang the father of Chinese alchemy of the second century BC.

The three strands to the weave of Chinese alchemy were the pharmacobotanical tradition of immortality, the metallurgical-chemical tradition of making artificial gold, and the medicinal-mineralogical tradition of inorganic and metallic substances in therapy.

In the oldest Chinese Pharmacopoeia, Shen Nung Pan Tchao Ching (early Han around the first century BC), there were 41 entries of inorganic substances, including cinnabar and mercury. It showed perception, observation, testing and experimentation. Cinnabar was stated as found in mountain valleys, was sweet and slightly cold. It was said to control the 100 diseases of the body and the five viscera. It nourished the "ching" and "shen" vitalities, calmed the "hun" and "pho", benefited the "chi", cleared the eyes, killed parasites, destroyed malignant tumours and could change into mercury.

One wonders how many died in proving the statements but it must be remembered it was a slave feudal aristocratic society with the Emperor the head.

The first mention of a pharmacist comes in 113 BC with a story somewhat similar to "Kismet". The Marquis of Lo Chhâng presented a memorial to the Emperor Wu-Ti recommending a Luan-Ta who had been a eunuch to the Prince Khang of Chiao and who had studied under the "perfected learning general". He could be of help to the Emperor and was made magnificent technician and pharmacist royal (Shang Fang) to the Prince of Chiao Tung. He promised to make artificial gold, solve the problem of the Yangtse River in making the dykes be closed permanently and to find the herb of immortality. Quite a tall order for any pharmacist, let alone Luan-Ta. But there was no fairy story ending. However, he lived well, had a good time, and married the Emperor's daughter, but there remained his three promises. The inability to produce the first and second might have been forgiven, but failing to find the herb of immortality for the Emperor was unforgivable. Luan-Ta fell a victim to the Lord High Executioner.

The moral here for any pharmacist is, if you find this herb keep it for yourself, or having passed the Medicines Commission, patent it and become a well paid civil servant as a chairman of a State Pensions Board.

...and growing

There's much more to hair care than shampoos and colourants and in the rapidly growing accessory market Lady Jayne is far and away the biggest and fastest selling brand.

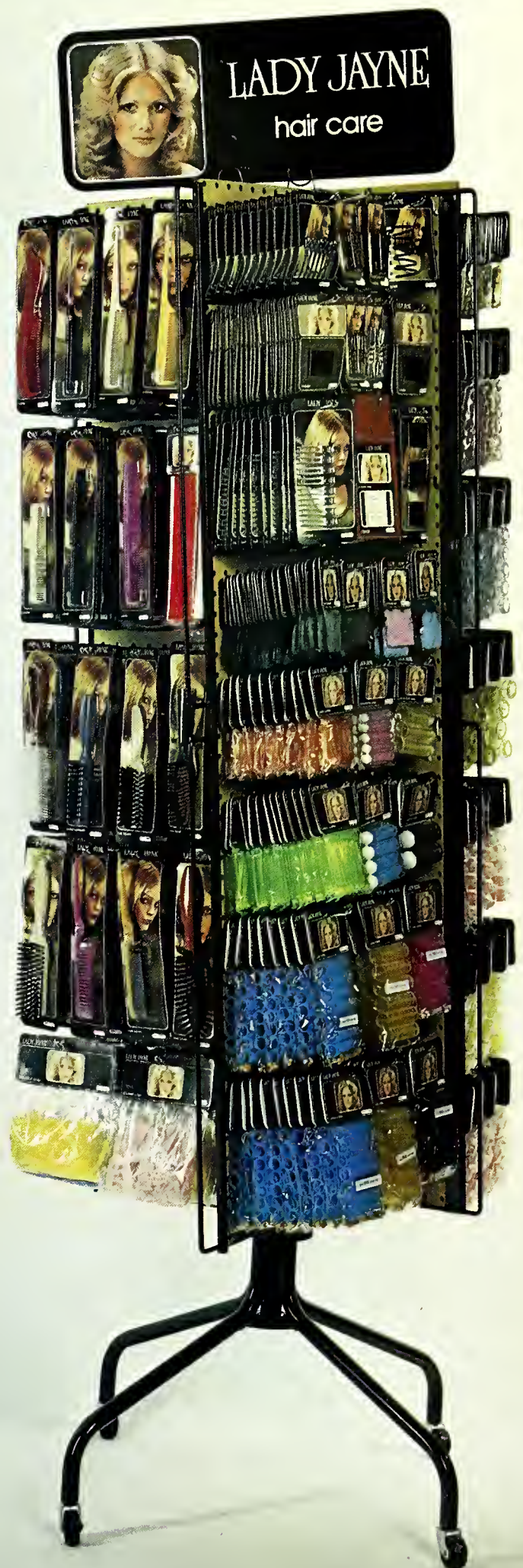
Most chemists are well aware that brushes, curlers and combs along with all the other items that make up the accessories business represent rapid turnover and profit. That's why most chemists display Lady Jayne along with all the other leading hair care products.

Almost everything your customers need for beautiful hair is available from the Lady Jayne display stand. Rollers, curlers, grips, pins, clips, brushes, combs and a wide range of ornaments. They're all there; beautifully packaged, beautifully displayed.

When your customers ask for hair care products give them the best... the Brand Leader.

LADY JAYNE

Simply beautiful hair



PROFESSIONAL NEWS

Pharmaceutical Society of Northern Ireland annual meeting

'Keep stressing benefits of proper distribution'

As some areas in the Province would be without any pharmaceutical services in the near future and others had too many pharmacies, it would seem to be in the public interest for there to be some sort of proper distribution. Mrs C. O. Rourke, president of the Pharmaceutical Society of Northern Ireland, said at the annual meeting held on September 28 that a committee had been appointed to report on "The future pharmaceutical service in Northern Ireland" and hoped shortly to complete its work.

But so far the Government had turned a deaf ear to the advice of pharmacists on distribution; if repeated often enough this advice might eventually be accepted. The Council had submitted proposals to the Royal Commission on the National Health Service and with Mr Shinner, chairman of the Pharmaceutical Contractors Committee, she had met members and officials of the Commission at a reception in Stormont.

Sale of animal medicines

Some of the Council members had met representatives of the Northern Ireland Veterinary Association and discussed the retail sale of veterinary medicines. Certain proposals had been made to the veterinary surgeons who showed a desire to co-operate and only time would tell whether these proved effective. Her predecessor, Mr Chambers, had made every endeavour, without much success, to revive the district branches. She had had no more success but the Lurgan, Portadown and Armagh Branch had continued its activity and in addition to the regular meetings had held a dinner.

The introduction of Part III of the Medicines Act had caused problems, particularly for those in general practice pharmacy. Efforts had been made to provide for talks on the new legislation. The trustees of Northern Pharmacies Ltd Trust Fund had offered to send to each member of the Society resident in Northern Ireland a complimentary copy of the Medicines and Poisons Guide recently published by the Pharmaceutical Press and the offer had been accepted.

Unfortunately it had been found necessary to increase the amount of the retention fee for the year 1978-79. This step had been taken only after very careful consideration by the Finance Committee. Items of expenditure continued to rise but it was hoped that no further increase in the fee would have to be made for several years.

The Education Committee was considering the introduction of a modular

type course leading to a diploma in pharmaceutical sciences. Members had been invited to submit their views as to the topics to be included in the course and further suggestions would be welcomed. Unfortunately it would not be possible to start the course until additional accommodation became available at the department of pharmacy, Queen's University of Belfast. Of particular interest to pharmacists was the seminar on "Self medication" arranged by the Department of Health early in the year.

The Council had asked members to co-operate with the Action Cancer officials to bring to the attention of women the service whereby breast examinations and cervical smears were undertaken free of charge at the mobile unit. The mobile unit had been officially opened by the Lord Mayor of Belfast and was now in use. Mrs O'Rourke said the Society was particularly indebted to Professor D'Arcy and Professor Grigg for their advice on educational matters. In addition Professor D'Arcy gave a great deal of time and effort to the post-qualification courses held each year and also represented the Society at International Pharmaceutical Federation meetings. She thanked Mr McIlhagger for his work as honorary treasurer of the Society and complimented him on the fact that despite all the difficulties the Society's accounts for 1977-78 showed an excess of income over expenditure.

Mr Kerr had given splendid service during the year as the Society's representative on EEC and Commonwealth Pharmaceutical Association matters. She expressed her gratitude to Mr Chambers, immediate past-president, and Mr Moore, vice-president, for the help they had given her during the year. The president declared Messrs John Alexander Crawford, William Thomas Hunter, George Edward McIlhagger, Samuel Moore and Mrs Catherine O'Rourke re-elected and Mr John Gillman Swanton elected as members of Council.

Finance

The honorary treasurer, Mr G. E. McIlhagger presented his financial statement for the year ended July 31, 1978. Income at £24,160 exceeded expenditure by £1,214 but Mr McIlhagger pointed out that the £1,200 received from Northern Pharmacies Ltd could not be counted upon every year. Much needed repairs to the Society's house had been deferred because of lack of money.

On the invitation of the president, Professor D'Arcy explained that when

Northern Pharmacies Ltd was established some four hundred members of the Society had signed guarantee forms. Over the past ten years due to deaths and resignations from the Register this number had fallen to about 350. The directors were anxious that the younger members should become involved and asked for as many new signatories as possible. The object of the company was to benefit pharmacy and pharmacists and he did not think there was any likelihood that a guarantor would ever be asked for money.

Mr R. G. P. McMullan proposed a vote of thanks to the president for the efficient manner in which she had conducted the meeting and for her work throughout the year.

Hairspray market approaches that for shampoos

The hairspray market, with retail sales at £49.6m in 1977, is not far short of the shampoo market (£51.1m) says the October *Retail Business*, compiled by the Economist Intelligence Unit Ltd. With the shampoo market virtually at saturation point, hairsprays could overtake that market in value terms in a couple of years, although probably not with a dramatic growth. The promotional emphasis on the conditioning aspect of hairsprays will probably help this forecast.

Twice as many women use home colourants as go for professional hair colouring. Sales are biased towards chemists but Woolworths, which accounted for only 6 per cent of colourant sales in 1974, now accounts for 11 per cent. Although sales of home perms have been boosted by current fashions, they do not compare with sales in the 1960s. In 1962 the market was worth £2.5m, equivalent to £6m today, whereas the 1977 figure is £3.2m.

The report says that the grocery retail sector has increased its sales of hair products generally since the 1960s, but the trend does not seem to have accelerated over the past five years and chemist outlets are still the most important.

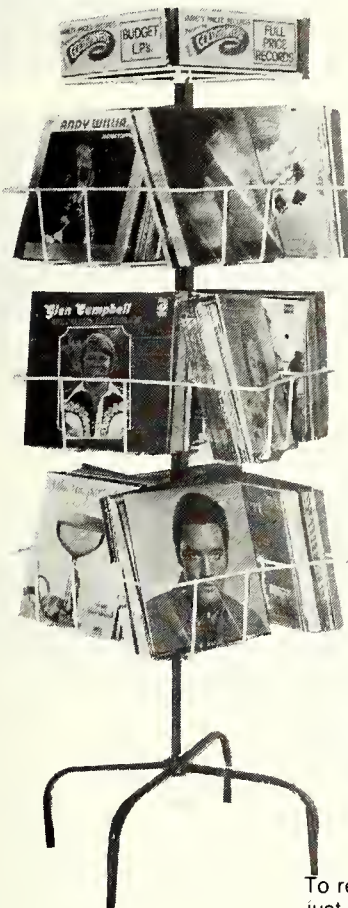
GMP standards updated in US

The Current Good Manufacturing Practice regulations, which are standards for how all drugs must be made in the United States, have been updated by the Food and Drug Administration. One major new requirement is that each manufacturing plant must have a quality assurance unit to accept or reject all drugs and raw materials.

Also all prescription and most non-prescription drugs must now be marked with expiry dates. Previously only those drugs "liable to deterioration", such as antibiotics, needed expiry dates. The regulations were last updated in 1971.

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Sharston Ind. Estate,
Wythenshaw, Manchester 22.

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London NW10.

Macton (South Wales) Ltd.,
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Glanylln Square,
Taffs Well, Cardiff.

George Mitchell & Co. Ltd.,
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Newcastle-on-Tyne NE4 6JJ.

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Unit 9, Wilford Ind. Estate,
Ruddington Lane,
Wilford, Nottingham.

Paul Murray Ltd.,
Speedwell Close,
Chandlers Ford Ind. Estate,
Eastleigh, Hants. SO5 3YN.

Nekem,
27/32, Edgar Street,
Ropery Street,
Hull HU3 2DA.

Dennis E. Riches,
29/31, Malvern Road,
Hornchurch, Essex.

Sherlock Bros. Ltd.,
355/357, City Road,
London E.C.1.

A. L. Simpkin & Co. Ltd.,
3, Hunter Road,
Hillsborough,
Sheffield S6 4LD.

Supervite (London) Ltd.,
Second Floor, Unit 5,
25, Lattimore Road,
St. Albans, Herts.

Unichem Limited,
Crown House,
Morden, Surrey.

Vernon Powell Ltd.,
Verona House,
54, Selsdon Road,
South Croydon, Surrey.

Wains of Tunbridge Wells,
31/33, Albion Road,
Tunbridge Wells, Kent.

Western Trading Co.,
32A, Allenbank Crescent,
Off Whitchurch Road,
Cardiff.

Williamson & Co.,
(Cornwall) Ltd.,
1, Higher Fore Street,
Redruth, Cornwall.

Scotland:

Aberdeen Chemists Sundries,
17, St. Nicholas Street,
Aberdeen.

Wm. Davidson Limited,
West Tullos Ind. Estate,
Aberdeen AB9 8BE.

Fernan (Sundries) Ltd.,
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Cunningham Road, Stirling.

Wm. Knotts (Ayr) Ltd.,
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LADY JAYNE
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POWERFUL BRAUN SA

THE FACTS

PRODUCTS WITH POWERFUL APPEAL

1

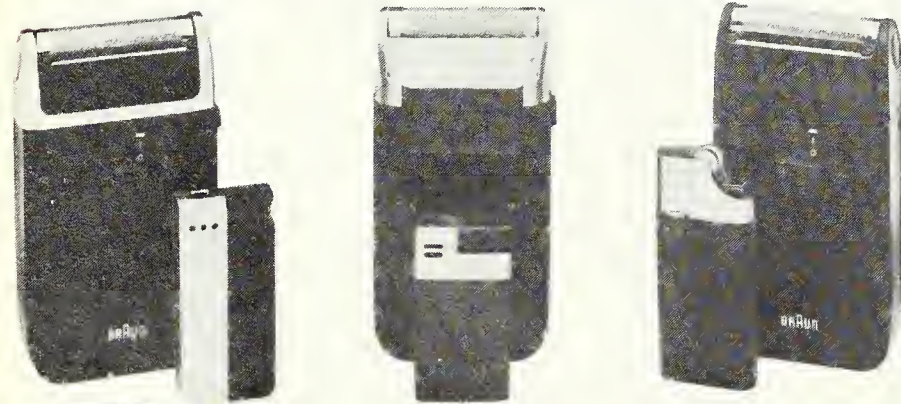
BRAUN SHAVER BOOST

40 million people will see Braun shaver advertising at least 10 times on national TV and in the press.

2

SPECIAL FREE LIGHTER OFFER

With the Braun Micron (Mach 2 lighter worth £10.30), the Braun Synchron Plus (Duo lighter worth £7.45), the Braun Compact (Dino lighter worth £3.46). You sell the shaver. We handle everything else.



This Christmas Braun have got some powerful winners for you.

Shavers featuring the world's most advanced foil system.

Personal Care products including Britain's top-selling hairstylers.

And our latest Braun electronic sensor hairstyling set with the amazing new heat-sensitive heart to protect hair from damage.

3

BRAUN ELECTRONIC SENSOR STYLER BOOST

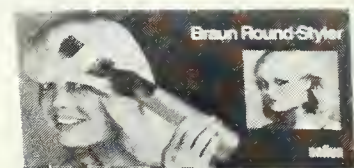
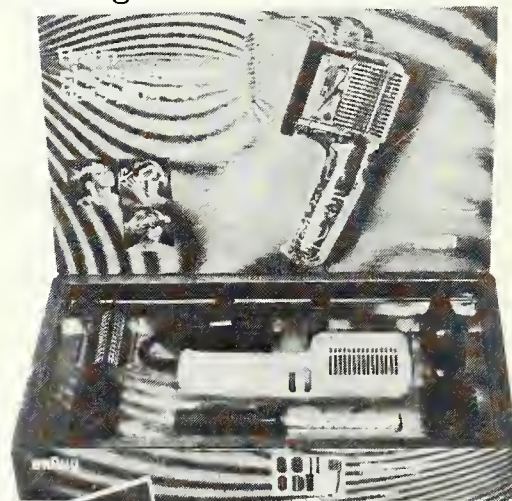
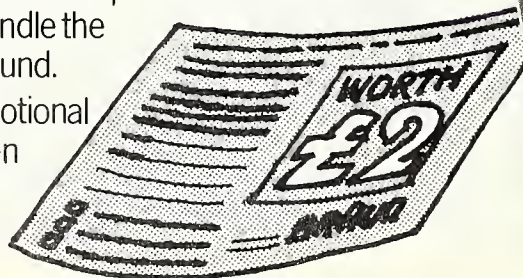
40 million people will see the Braun SDE850 advertising at least 12 times on national TV and in the colour magazines.

4

CASH BACK BONUS

on the Braun RS60, RS65 and DLS20 in the national press. You make the sale. We handle the £2 refund.

Each promotional campaign has already been pre-tested and voted a winner by your customers.



£1,500,000 SALES BOOST.

* **Announcing an end to overheated hair.** We'll be highlighting the unique advantages of the new Braun 550 with the 'heat-sensitive heart' on national TV and in all the leading women's colour magazines right up to Christmas.

* **Let Braun light up your Shaver Sales.** We'll be promoting the Braun range of foil shavers with national TV commercials during November and December. Backed by a massive advertising campaign in all the major national newspapers. And featuring a really superb free lighter offer, on Micron, Synchron Plus and Compact.

* **Money-back bonus on Personal Care Products.** We'll also be promoting our Personal Care Products in a brand new way. We're giving back a £2 bonus to any customer who buys the Braun Round-Stylers or Curl Control.

Full details will be published in the national press. Both offers run from 2nd October until 31st January, and don't involve you in any extra work at all.

All the details are handled from our end.

**POWERFUL
POINT OF
SALE ***

**POWERFUL
PROMOTION AND
PRESENTATION**

* Specially designed full colour showcards, leaflets, window posters, pack crowners and shelf strips support each campaign.

* Thousands of vouchers will be available for the Free Lighter and £2 Haircare Bonus promotions.

* During October and November, Braun will double their salesforce with merchandising girls to help you with your displays.

* And Mystery Shoppers have 1000 Braun Table Lighters to give away to you if your special displays are all set up.

So use your brain. Stock Braun. And more power to your sales.



BRAUN

Are you switched on to sales of electricals?

by A. F. L. Deeson MA PhD DSc

Out of the many electrical appliance manufacturers contacted, a proportion, admittedly the minority, said that independent chemists were not interested in marketing their particular product for reasons ranging from, "too much stock and display necessary for too little return" to the most common complaint, "the chemist won't actively sell the product even once the consumer has shown initial interest."

The latter point is particularly interesting because the chemist is regarded by many as heading the list of independent retailers who really work for every penny of their profits (or losses!), and will actively sell every item on his shelves.

One or two manufacturers (especially smaller ones with specialist products) said the only times their goods were sold through the independent chemist was when a customer would occasionally order a specific item. As a high proportion of sales in the small appliance market are impulse buys, there seems to be an awful lot of sales going begging.

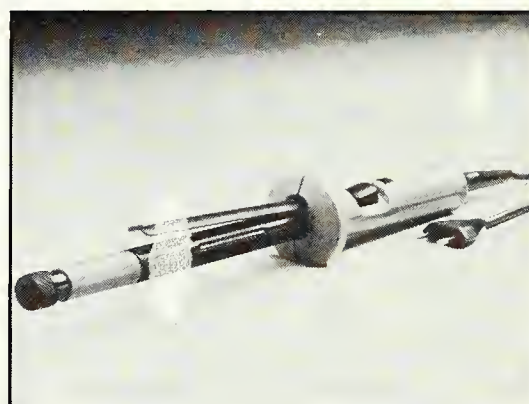
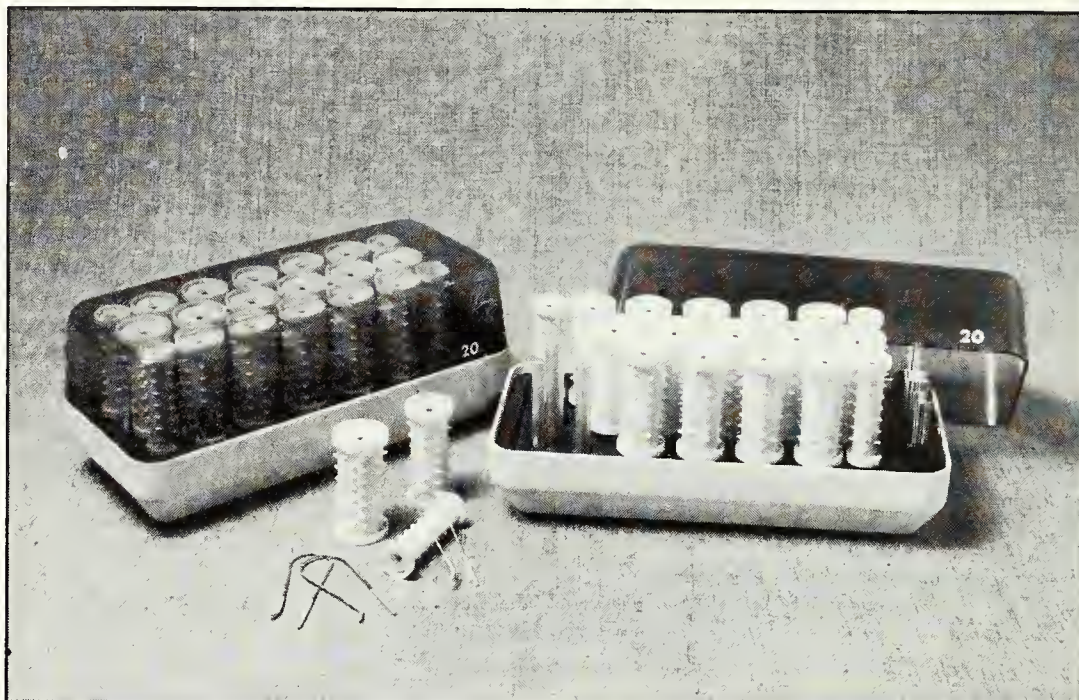
Inferior terms?

Some pharmacists argue that they are getting inferior terms from their wholesaler compared with the electrical retailer. Tom Tutssel, electrical and photographic manager for Barclays wholesalers said in a recent survey: "The wholesaler must approach this situation realistically. It is no good being greedy and not giving the pharmacist sufficient incentive. Terms as a whole are really quite steady; certain retailers don't believe this—but it's true."

Ron Brock, sales director for Braun Electric (UK) Ltd, puts the blame on the wholesaler and not the chemist for low sales. "We believe that the best way to distribute portable electrical appliances to the independent electrical retailer is through an electrical wholesaler. Hopefully, we can repeat this process through the chemist wholesaler to the independent pharmacist—if we're lucky."

"I think there is a great reluctance among chemist wholesalers to get involved in selling electrical appliances. We also recently reviewed the market situation and came to the conclusion that there are some independent chemist retailers who are not prepared to make the effort to make themselves competitive in the market place."

This was backed by Colin Spence, national manager (electrical appliances) Philips Electrical Ltd, who says: "If the pharmaceutical wholesaler is not more active, I think the pharmacist will have to go to the electrical wholesaler. My impression is that there are about 700 electrical wholesalers, whereas there are



probably only a dozen or so chemist wholesalers promoting electrical goods."

Hair dryers, rollers, curling tongs

This sector of the market is a typical example of what the marketing men have been describing above. Electrical hair care appliance retail distribution expressed as a percentage (Mintel September 1978) is—specialist electrical retailers 13, Boots 12, department stores 9, other chemists 1.

Unit figure sales are further complicated by the fact that the hair care appliance manufacturers have been having something of a hard time since 1973—the record year for sales. The market grew 97.3 per cent on the previous year. The growth rate is now to 2-3 per cent a year at the most.

Ian Gordon, public relations executive for Moulinex, sees it as a case of too much too soon: "There is no doubt that the haircare market is overcrowded. Currently there are at least 25 brand names competing for a bit of the sales action and offering more than 150 varying models of driers, stylers, curlers and heated rollers. Which means that if the chemist were to stock just one in 10 of the models available, he would have 15 lines in the shop."

Moulinex claim to be one of the few producers in this field who are still appreciably increasing sales. As the market is not expanding noticeably, it seems reasonable to judge that the company is taking a bigger slice of the market at the expense of other manufacturers.

Moulinex has nearly twice as much of the market as its nearest competitor, Braun—28 per cent and 15 per cent respectively. Morphy Richards are next with 14 per cent, Pifco with 9 per cent, Boots and Ronson with 8 per cent, Philips—5 per cent, and the remaining 13 per cent is made up of manufacturers with 2-3 per cent each. One main reason for the sales boom in '73 was the opening of the door to manufacturers from EEC countries to import models into the UK. According to AMDEA, 56 per cent of sales last year were of French and German models.

Moulinex were importing hairdryers into Britain long before 1973, but there seems to be no bounds to the company's sales increases. They claim sales of more than 600,000 units last year, and 2 million plus over the last four years for Hair Drier No 1.

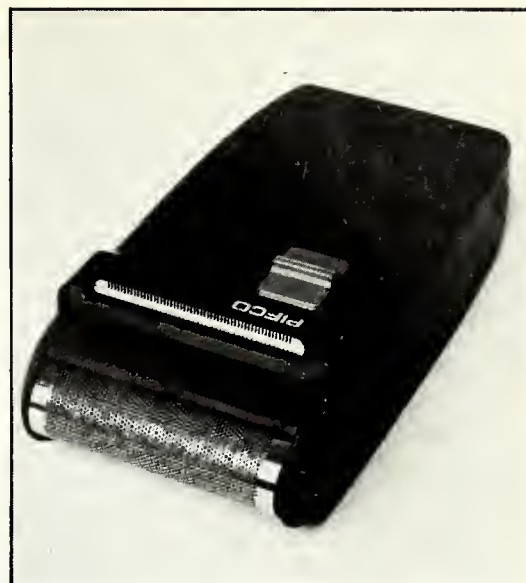
Hair Dryer No 1 and Moulinex's Styler Drier set are continuing to receive



support on television every year. MRGB gives Philips 44 per cent of the total sales with Remington in second place with 24 per cent, Braun—13.9 per cent, Ronson—10 per cent and others 8.1 per cent.

Again the EIU differs substantially saying that Philips' market share has fallen since 1971 when they had 46 per cent of sales, to 1976, when they had 39 per cent. Remington has also dropped over the same period, from 31 per cent to 23 per cent. The other factor is that "others" share of the market, ie, not Philips, Remington, Braun, Ronson or Boots, had dropped from 5 per cent to 3 per cent in the same period.

Braun was one of the culprits for the



advertising expenditure support. Pre-Christmas they will be on all ITV regions, and other models in the range will be featured in double-page spreads in the popular daily and Sunday tabloids, and the large circulation women's magazines.

Finally, a reminder of a new product range that is being launched to the trade at present called Shapers. The range of steam curl, "U" dryer, straight and narrow styler, and soft brush dryer are specifically designed and aimed at an age group of between 13-20 years old. An advertising campaign is starting in the younger women's Press.

Heated hair roller and curling tongs are only a small but appreciable sector of the hair care appliance market, with Carmen dominating the former, and the latter being pretty evenly split between small and large manufacturers.

Electric shavers

This is one of the few appliances that is more often than not immediately associated with being a chemist orientated product. But due to the inevitable extensive price cutting that takes place on this article (as for all electrical appliances) the chemist often misses out when consumers realise that they can get it a couple of pounds cheaper in the multiple discount store next door.

The multiples have 30 per cent of the market, with Boots and independent electrical retailers tagging along behind with 15 per cent each, according to the Economist Intelligence Report published at the beginning of this year. An earlier report by Market Research of Great Britain, however, gives the following percentages: electrical dealers 46, department stores 20, discount stores 8, mail order 6, electricity board 2, Boots 5, supermarkets 4, others 9.

One problem in giving such distribution figures is that different statistical criteria are set for each market research report and if the figures on the MRGB table are added together for all the multiple outlets, we start to approach the figure of 30 per cent given by EIU. But still, the 15 per cent given to the independent electrical retailer in EIU's estimate, is very low by many industry estimates.

The brand leader is Philips with their rotary action model, the Philishave, which receives very heavy pre-Christmas



drop in the "others" market shares when they came on the scene in the mid-seventies, and promptly attained 18 per cent of the market.

The electric shaver scene is somewhat fickle anyway, with nearly all models being imported; the only major manufacturer making their entire stock in Britain being Ronson. Sixty per cent of sales are gifts, 35 per cent of buyers being outside the recipient's household. According to an EIU survey amongst men who had received a shaver as a gift, 8-10 per cent of them said that they had stopped using it and returned to their previous method of shaving in three days!

Compared with most overseas countries the wet shavers in the UK are an enigma, having a very high share of the total shaving market. The lack of electrical shaver points in UK bathrooms is seen as a major reason, plus our inherent conservatism that whatever Dad used still holds good.

The ladies' sector is comparatively small at present—two million shaver units being sold this year overall, of which female orientated models such as the Philips Ladyshave will take just over quarter million units. One criticism of the major manufacturers' attempts to extend and cultivate the female electric shavers market has been that design considerations in nearly all models have been on established male models.

The House of Carmen Smoothline ladies shaver, launched at the beginning of the year, has helped to change that image. As Carmen says: "It looks just like a slimline perfume container."

The electric shaver, the most intensively promoted and advertised bathroom appliance, is looking good for the future with the male market expecting to go over the 2 million unit sales market this year, and continue expanding for at least a couple of years yet. The area that most manufacturers must be turning their attention to is the, as yet, comparatively unexploited female shaver market which has an expected expansion rate of 10 per cent a year for some time yet.

Electric blankets

This sector of the electrical appliance market has taken something of a bashing in recent years: sales have only risen by 300,000 units in the last decade. Reasons for this are worries on safety, which many people say the industry has failed to allay satisfactory; the number of mild winters we have had in recent years; central heating ownership growth; and continental quilts or duvets, which provide a greater degree of insulation than the traditional sheets and blankets.

Out of the two types of electric blanket available, overblankets have about 33-40 per cent of the market, a share that is expected to dwindle in the future.

Since Dreamland (underblankets) took over Monogram (overblankets) in 1969, the combination has dominated the market ever since, at present catching about 60 per cent of sales; its continued success is seen as being due to high advertising expenditure.

The percentages of electric blanket sales 1977 (source: AMDEA) is given as: Dreamland 48, Monogram 15, Northern 8, Ekco 6, Sunbeam 4, Philips 4, Pifco 4.

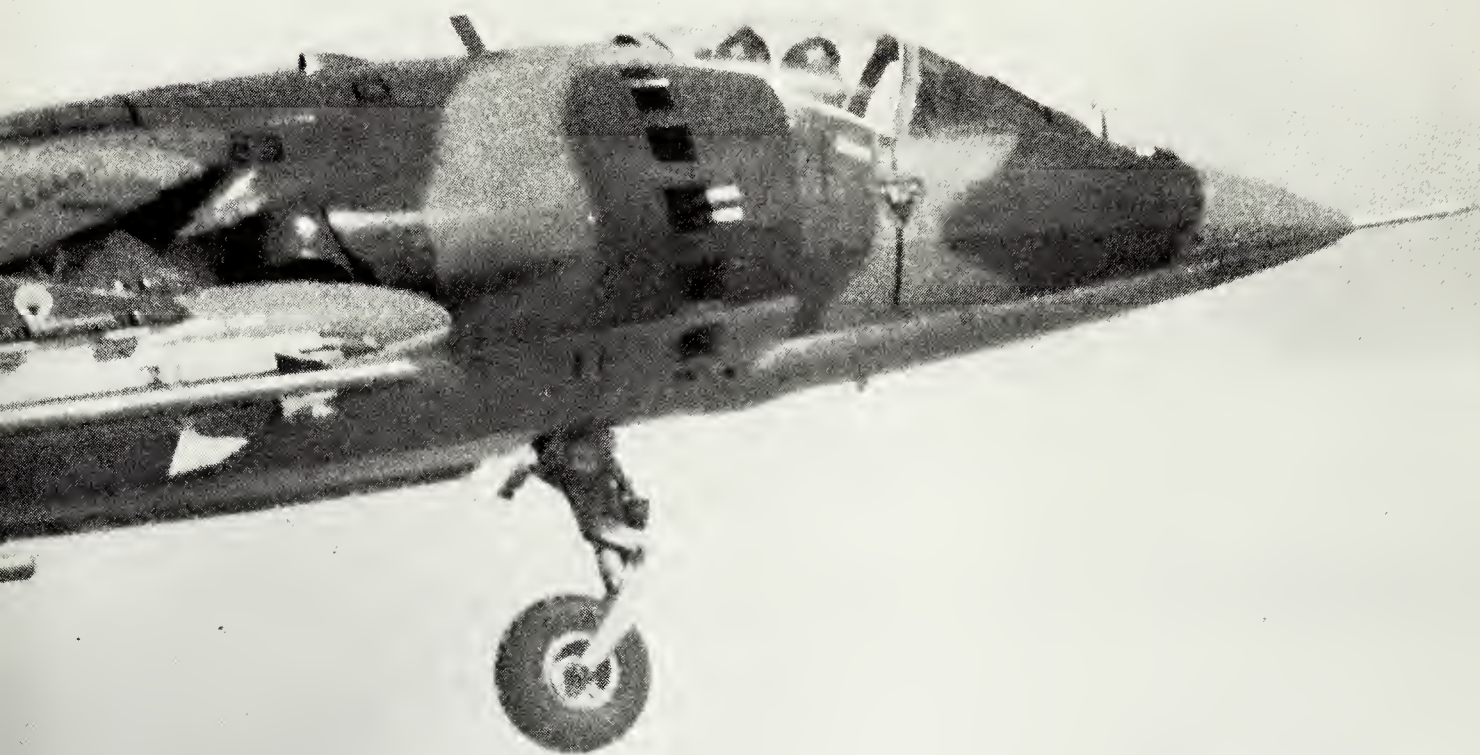
As far as outlets go, direct selling and mail order take 20 per cent of sales along with department stores, who have a similar outlet. The independent chemist come a long way down the table with barely 1 per cent.

Electric toothbrushes

In the area of electric toothbrushes the independent fares somewhat better—but it is still pitifully low for a number of pharmacists who stock a reasonable range in the first place.



SOME OF THE POWER BEHIND



EVER READY'S NEW TV CAMPAIGN.

The jump-jet jumps on October 30. The very first day of Ever Ready's new \$100,000 national TV campaign.

Several weeks of heavy advertising follow, watched by an avid audience of 10% of adult TV viewers.

The commercial is 60 seconds worth of non-stop action. And the jump-jet is just one of the stars.

Because it also features a spy, secret police, fast cars and power boats. All to show that Ever Ready is the first name in battery power.

If you want a piece of the action, use our new eye-catching display material. Stock up too, and you've got the ultimate weapon in our campaign to increase your battery sales.



The first name in battery power.

LPC conference motions in detail

The following resolutions are to be put to the meeting of Local Pharmaceutical Committees, to be held on November 26:

City & East London—"That the PSNC takes immediate steps to negotiate with the Department of Health for a new, simpler, more individual contract designed to give 33½ per cent gross profit on turnover, thereby taking into account increased efficiency and productivity. Also some form of incentive should be provided to encourage pharmacies to open or remain where they are most needed."

Barnet 1—"Any future change in the sliding scale of oncost should come from 'resources outside the balance sheet.'"
2. "The percentage oncost shown on the statement which is sent with the monthly cheque should indicate the net figure after deduction of discount."

Cleveland—"The scheme for remuneration of Essential Small Pharmacies should be amended in paragraph 2(b) to take account of special local circumstances."

Derbyshire—"That PSNC presses for a direct grant to pharmacist contractors towards the cost of installing burglar alarms or similar anti-theft equipment."

Newcastle-upon-Tyne—"That PSNC presses the government to insist that price changes of 'ethical' drugs be notified by the first working day of the month and that pharmacists be reimbursed the new price from that date."

South Glamorgan—"In view of the fact that the government has requested the public to obtain professional advice from pharmacists before consulting their general medical practitioner, conference requests PSNC to carry out a survey to determine the amount of time spent on such activities and subsequently to demand adequate payment for such services."

Leicestershire—"That PSNC make urgent and definite representation to the Minister to secure a pension for chemist contractors which is retrospective to the

commencement of the health service and is on a par with the other professions engaged in the service."

Coventry—"That PSNC presses the Department most strongly for a review and increase of the professional fee before the end of 1978 to take account of contractors' increased staff salary commitments."

City & East London—"That in any major negotiations by PSNC with the Department there must be the fullest participation with LPCs before agreement is reached."

City & East London/Kensington, Chelsea and Westminster—"Due to the continuing stalemate between the Department and PSNC in negotiations on profit and notional salary which is causing increasing difficulties and decreasing gross profit margins for pharmacist contractors, there is a need for the PSNC to enlist the expertise in negotiations of a suitable TUC affiliated trade union. The conference therefore calls upon the PSNC to enter into immediate talks with a view to affiliation with such a union to secure the rights of its pharmacist contractor members."

Bromley—"Conference deprecates the apparent lack of progress in obtaining more money in the global sum and if new money is not forthcoming by March 31, 1979 PSNC should obtain services of a professional non-pharmacist negotiator."

Hampshire—"PSNC should engage a professional negotiator to augment the effort to obtain adequate remuneration. PSNC should consider the advantages of a salaried chairman."

Newcastle-upon-Tyne—"Conference deprecates the actions taken by the West Glamorgan LPC as not being useful in the present state of negotiations."

Essex—1. "An immediate decision be taken to restrict all supplies to 14 days requirements excepting only sterile products and contraceptive 'pills' which should be limited to 28 days." 2—"All full time pharmacies designated rural

Small Essential Pharmacies shall have a three mile radius dispensing area and those designated part time (limited hours) shall have a two mile radius dispensing area." 3—"No new or transferred medical dispensary shall be recognised within one mile of any pharmacy that is established before January 1, 1979."

Bedfordshire—"PSNC should pursue the concept of rational distribution of pharmacies with all proper speed in the form set out in their proposed submissions and, in particular, should reaffirm paragraph 3. 12." (concerning large pharmacies in shopping centres).

Lincolnshire—"Whilst it has been considered necessary to surrender freedoms of contract in rural areas it expresses concern that PSNC now deems it necessary to extend restrictions throughout all urban areas."

City & East London—"The joint document on rational distribution of pharmacies must be amended to include a clear and emphatic statement pointing out that the rational distribution of pharmacies is not possible in the long term without rational distribution of GP surgeries. The rational location of both pharmacies and surgeries would have to be agreed by a local liaison committee consisting of representatives of the general public as well as doctors and pharmacists. b Agreed compensation be paid to pharmacist contractors when their businesses suffer a decline in prescription trade due to the closure for any reason of the surgery or surgeries upon which the contractor was dependent for the bulk of his prescription remuneration."

Buckinghamshire—"Conference considers the document on Rational Location of Part II NHS Pharmaceutical Services should not be submitted to the Department without prior consultation between PSNC and LPCs."

Somerset/Lincolnshire/Leeds—"The electoral regions used for the appointment of representatives on the PSNC should be co-terminus with the NHS Regions."

Hertfordshire—"PSNC to amend paragraph 12 of the constitution of PSNC to provide that the written constitution shall be altered only by resolution of a conference of representatives of LPCs."

The touch of REAL Beauty

In shades of Ivory, Natural, Ochre, Peach, Sungold, Apricot, Rachel

VAT Recommended Retail Prices:

TUBES No. 2 32p each (Trade £2.66 doz.)

TUBES No. 3 38p each (Trade £2.88 doz.)

PLASTIC JARS 62 p each (Trade £5.13 doz.)

Velouty

POWDER CREAM

The ALL-IN-ONE Make up.

A complete modern beauty treatment

From your usual wholesaler or direct from

DIXOR LTD.,
Blenheim Road,
Longmead Industrial Estate, Epsom, Surrey KT19 9AH.



City & East London—"PSNC to accept changes to the constitution of the PSNC as follows:—1. Paragraph 3a, delete '14', insert '14 or when paragraph 3b vi is operative, 15. Insert: 'Paragraph 3b(vi): One registered pharmacist (with provision for a deputy to attend in his absence) nominated by any other group or association representing contractors and able to prove a membership of at least 500 contractors.' Renumber paragraph 3b(vi) to 3b(vii). 2. Paragraph 4, insert 'c) The chairman may not hold senior office in any other pharmaceutical association, organisation or society.' 3. Paragraph 9, Renumber existing paragraph 9a, insert '9b A sitting member of PSNC nominated in accordance with paragraphs 3iii, 3iv, 3v and 3vi who wishes to offer himself for election as a regional representative, shall be required to relinquish his nominated seat on PSNC prior to the last date for receipt of nominations for the election.' 4. Paragraph 12, delete the existing paragraph and substitute:—"The written constitution of the PSNC shall not be altered except by a two-thirds majority vote of the representatives at the annual conference of representatives of LPC or at a special conference convened in accordance with paragraph 14." 5. Paragraph 13, delete 'normally'. 6. Paragraph 18, insert 'd) A copy of the accounts of the PSNC shall be sent to all contractors not later than August 31 of the year in which the financial year ended.'"

Gwent—"Conference views with alarm the price war on 'ethicals' by wholesalers and requests PSNC to discuss with ABPI and other relevant bodies to continue its efforts to enforce RPM."

Sheffield—"To ensure that the pharmaceutical service to the community is maintained at its highest standard, PSNC should urge the Post Office to guarantee that all pharmacists are included in the red list of the telephone organisation for their area so that the maintenance staff correct faults without delay."

Essex—"PSNC to advise the Department that a. it will be unable to advise pharmacist contractors to participate in future Department publicity campaigns unless payment is made, b. it will forthwith advise contractors to cease participation in existing campaigns pending settlement of the current dispute."

Essex—"Prescriptions for ostomy sets and parts should carry a special dispensing fee as in the case of trusses."

City & East London—"a. Conference resolutions, except where adopted by PSNC, are moved by the proposing LPC and a representative of this LPC must also be allowed to speak finally on the motion. b. Composite resolutions are agreed by the proposing LPCs concerned who shall also select a speaker to move the composite resolution and to speak finally on it. c. PSNC acts on resolutions in a reasonable time."

Leeds—"The annual LPC conference should take place earlier in the year."

Mid Glamorgan/Buckinghamshire—"The minimum hours of service as stated in the national agreement be reduced."

LETTERS

Competition and risk in NHS business

To an outside observer, the exchange of correspondence between the DHSS and PSNC (Oct 14) is interesting: it would seem that for the first time in years there are signs that the log jam is beginning to move. There are, however, two points on which I would take issue with the DHSS, in addition of course to the more basic disagreement with the present basis of remuneration.

The first is on the question of competition, where the DHSS shows every sign of taking a vastly oversimplified view of the true situation, a position which does not seem to have been challenged by PSNC. Common but inaccurate usage has resulted in most people viewing competition solely as price competition. The findings of the Restrictive Practices Court established clearly that competition in the distribution of pharmaceuticals should eschew price competition and concentrate upon non-price competitive factors. As we all know, Unichem has succeeded in driving a cart and horse through this sensible ruling and in fact price competition in the NHS side of pharmacy is becoming increasingly important. If one pharmacist can earn a greater profit than another on his NHS business his position in other aspects of his business will be strengthened in comparison with his competitors.

Should sanity prevail

However even should at this eleventh hour sanity prevail and the principle of the Court's ruling be observed by all, thus removing the element of price competition from the distribution of pharmaceuticals, non-price competitive factors would remain. The simplistic view that any interactive system can ever exist without competition of some form or another is sheer nonsense—look at your garden. In fact, of course, the NHS side of retail pharmacy is as competitive as any other activity in which many individuals are involved.

The second point on which I would disagree with the DHSS is over the question of risk. In fact at both the macro and micro levels, the risks in the NHS side of pharmacy are far higher than in any other retailing activity. At the macro level there is the risk, albeit small at present, that society decides it is ill served by a system which results in an ever-increasing proportion of the public pouring an ever-increasing tide of medicines down their throats. Particular point is given to this risk by the recent *BMJ* report on bad prescribing on which *C&D* commented on October 14.

The second, and in present circumstances greater risk, is that all your customers may disappear! In all branches of retailing this can happen if for one reason or another all the population

move leaving you in a desert. In the NHS side of pharmacy it can also occur because the local surgery moves, or another pharmacist moves closer to it than you are. Pharmacy is uniquely at risk in that its economically-active population is dependant upon two variables, proximity to both population and surgeries, whereas other retailing activities are dependant upon only one—variable population. In addition, of course, major population movements occur gradually and are generally foreseeable. Movements in surgery premises, and the activities of "leapfrogers" occur suddenly and are not as foreseeable.

It would seem desirable that when the parties show signs of moving out of one bog they should be urged not to fall into another.

C. J. Fell

Newport, Essex

RPM and Unichem

It appears from Mr Dodd's letter October 14, p671) that a very curious situation exists in relation to Unichem's constitution and rules. Although this very explicit document was submitted to, and approved by, the Registrar of Industrial and Provident Societies, and Mr Dodd concedes that I quoted the rules accurately, he asserts that certain of the rules do not have the meaning that would ordinarily be attributed to them, or they may not be invoked because the Registrar will not allow them to be applied.

As authority, he quotes a reply received from the Registrar in 1976 to a request that Unichem be permitted to increase the level of interest on members' shares. The Registrar's reply, as quoted, is a masterpiece of obfuscation worthy of the skills of a Kremlinologist to interpret his true meaning. It is certainly a shaky foundation on which to base a defence of the graduated rebate scheme, if such was Mr Dodd's intention, and does not invalidate my contention that Unichem's rules allow its profits to be applied in less controversial ways than through the rebate scheme.

The Registrar approved Unichem's constitution and rules in July 1969. Would he be so inconsistent in the interpretation of those same rules as to prevent Unichem, for example, from fulfilling object 6(n) "To provide financial and other assistance to members,"—or from applying in accordance with rule 105(c) "In setting aside to an education fund," etc? Surely these are beneficial objects of the kind fundamental to the spirit in which industrial and provident societies were established. If I were a Unichem member, I would want to know which of the rules are invalid because it would appear that they do not have the purpose which they purport to have.

It seems more probable that Unichem's directors have chosen to apply their interpretation of the rules selectively, to exploit to maximum effect the benefits in taxation and other matters

Continued on p712

COMPANY NEWS

'Industry prospects good in spite of difficulties'

Whilst the pharmaceutical industry still has a good future, it would be ironic if measures designed to protect the patient restricted therapeutic advances likely to benefit him, says the updated Jordan survey on the UK pharmaceutical industry.

The survey concludes that there would always be good returns from genuine therapeutic advance in "ethicals" and in many areas there was still considerable scope. The main change was that the advancements were becoming more difficult and more expensive to make.

The report predicts that more emphasis will be placed on gaining maximum return on new, patent protected, drugs because their discovery and launch was much more expensive and lengthy. Higher prices, increased use of licensing in exchange for royalties to enter quickly overseas markets, would all result. Prices of generic drugs would be forced down, Jordan expect. Because of higher competition, diversification could become more attractive—veterinary and animal health offered the greatest opportunities, according to Jordan. Proprietary medicines and cosmetics and toiletries offered some security of earnings despite lower margins.

It would be wrong to suggest the industry's future was in question, the report says; the impressive growth rates seen in the past may not be repeated but real increases in excess of those for manufacturing as a whole were still likely. The report is available (£75) from Jordan Surveys, Jordan House, Brunswick Place, London N1 6EE.

Rockware down

Group net profits for the Rockware Group Ltd in 26 weeks ended July 2 were £3.5m compared with £4.4m in the same period, 1977. Group turnover was £50.3m (£43.4m). In his statement, the chairman says the results must be viewed in the light of the exceptional first-half in 1977 when most customers were restocking heavily in anticipation of a summer similar to that of 1976.

Sales in the glass division showed no growth in volume, while imports continued to increase. This is possibly because some customers were covering themselves against any possible industrial action. Order levels in the plastics division had picked up strongly.

Roche's new plant

Hoffman-La Roche have finally chosen the Dalry site in Scotland for their new vitamin C plant. Mr Bill Gerard, managing director, Roche Products Ltd, announced the decision in Glasgow this week. "The choice of Dalry", he said,

"represents a vote of confidence by our Swiss parent company in the UK company, our existing workforce at Dalry and the management of the UK economy."

Construction of the £140m plant will begin as soon as possible, with production planned to start in 1983. Vitamin C production will be additional to the vitamin B₁ and B₅ production already at Dalry and there will still be space for further development. The plant will create about 450 new jobs and 90 per cent of the vitamin C produced will be for export.

Briefly

Knox Laboratories Ltd is changing name to Cooper Health Products Ltd, to bring the UK company into closer conformity with the parent company—Cooper Laboratories Inc, California.

The new address of **Nordisk Diagnostics**

Ltd and Nordisk Insulin Ltd is: Hurst House, 157 Walton Road, East Molesey, Surrey. Insulin orders and inquiries should still be sent to Leo Laboratories, Denmark House, Old Bath Road, Twyford, Reading, Berks.

APPOINTMENTS

Bristol Myers Ltd: Mr Roger Collins has been appointed product group manager and David Robey, product manager.

Farley Health Products Ltd: Miss Elaine Clifton has been appointed assistant product manager, specialist foods.

Macfarlan Smith Ltd: Peter Halliday has been appointed senior representative in the home sales department. He succeeds Sam Ashton who has retired after 21 years' service.

LETTERS

Continued from p711

conferred upon the Society by registration under the Industrial and Provident Societies Act.

Whilst I am sure that the directors will have acted *intra vires*, it is evident that the effects of their actions are contrary to the spirit and intention of the Industrial and Provident Societies Act. Such societies were never intended to be entrepreneurial, in direct commercial competition with companies registered under the Companies Act. Unichem is really an anachronism that has turned itself into a wolf in sheep's clothing. In so doing, it has pursued its trading activities with a reckless disregard of the long-term consequences for pharmacy.

In the present controversy over RPM, an awareness of cause and effect is only slowly dawning on manufacturers. Indeed, their failure to act to uphold their conditions of sale, as demanded by Mr Dodd, is due not so much to reluctance, as to their difficulty in applying their conditions of sale with equal force to Unichem as to all other distributors. It will be very difficult for the manufacturers to restore equilibrium in a market where such a powerful destabilising force as Unichem threatens total destruction of RPM, but there are some indications at last that effective action will be taken during the next few weeks by some major manufacturers.

Whilst it may appear that I am carrying out a personal crusade against Unichem, I have been as forthright in my denunciation to manufacturers of the discounting activities of all other wholesalers of whom I have knowledge. However, it was essential for the future well-being of pharmacy that the hypocrisy of Unichem's position on RPM should be exposed by someone. Since Mr Dodd has taken issue with me on a point of interpretation only, I assume his silence on all other aspects of my letter

of October 7 (p591) to be a tacit admission of their validity.

I can only hope that an awareness of the special responsibility that Unichem has for the present turmoil over RPM and "ethical" discounts is beginning to gain ground in the hearts and minds of its members.

D. P. Mulholland

Managing director

Graham Tatford & Co Ltd
Portsmouth

Health hazard

The excellent report on p574 of your September 30 issue regarding the opening of a new pharmacy "family store" by a well-known firm of multiple chemists in Dundee does not include the statement, carried elsewhere in the pharmaceutical Press, that this pharmacy will incorporate among its other amenities "a tobacco kiosk at the entrance". This raises grave issues in respect of the profession of pharmacy.

Since it is now generally recognised that the smoking of tobacco constitutes a hazard to health, it would appear to be the duty of the pharmacist, claiming to play a vital role in the health care of the nation, to discourage, rather than to facilitate, the habit. Indeed, it could be reasonably argued that the sale of tobacco by pharmacists is a breach of paragraph 20 of the code of professional conduct which states: "A pharmacist should not supply to any member of the public any substance, medicinal product or medicinal appliance which the pharmacist knows, or has reason to believe, is intended to be used in a manner which would be detrimental to health."

This matter was raised at a meeting on October 12 of the Pharmaceutical Society's Dorset branch, and after discussion, it was unanimously agreed that pharmacists ought not to sell tobacco. As chairman of the branch I have been asked to give publicity to this decision.

Stanley Bubb

Parkstone, Dorset

MARKET NEWS

Bicarb dearer

London, October 18: Sodium bicarbonate has been raised by a little over £3 per metric ton following an earlier increase in the rates for sodium chloride of about the same amount.

With the official opening this week of the Canton fair, trading in the past week has been very quiet. Most spices and essential oils have been neglected with the result that prices, in the main, are repeated. Among the few changes noted were Chinese citronella on the spot up 5p kg, with no shipment offers and Brazilian peppermint down 15p on a cif basis.

Dearer among botanicals were gentian, hydrastis, ipecacuanha, lemon peel and sarsaparilla. Lower were aloes, cascara, cherry bark, dandelion, henbane, kola nuts and witchhazel leaves.

Pharmaceutical chemicals

Bismuth salts: £ per kg.

	50-kg	250-kg
carbonate	8.98	8.93
salicylate	8.14	—
subgallate	9.24	—
subnitrate	7.66	7.59

Borax: EP grade, 2-4 ton lots per metric ton in paper bags, delivered—granular £225; powder £245; extra fine powder £261.

Boric acid: EP grade per metric ton in 2-4 ton lots—granular £351; crystals £451; powder £375.

Bromides: Crystals £ per metric ton.

	Under 50-kg	50-kg	1,000-kg
Ammonium	1,111	950	891
Potassium crystals	1,043	—	1,001
powder	1,140	960	918
Sodium	1,140	967	924

Brucine sulphate: £45.00 kg.

Butabarbital: Acid £17.72 kg; sodium £18.90 kg in 50-kg lots.

Butobarbitone: Less than 100 kg £15.11 per kg. **Carbon tetrachloride:** BP 5-ton lots in 290-kg drums, £253 per metric ton.

Chloral hydrate: 50-kg lots £1.43 kg.

Chlorotorm: BP £443 to £470 per metric ton according to drum size. In 4 x 2-litre bottles £2.72 500-ml bottle £1.10 each.

Citric acid: BP per metric ton single deliveries, granular hydrous £739; anhydrous £794; five-ton contracts £735 and £790 respectively, Crystalline £171.17 and £170.17 respectively.

Ergometrine maleate: £6.65g in 50-kg lots.

Ergotamine tartrate: £4.25g in 50-g lots.

Ether: Anaesthetic: BP 2-litre bottle £2.88 each; 1-ton lots in drums from £1.39 in 18-kg drums to £1.25 kg in 130-kg. Solvent, BP from £940 metric ton in 16-kg drums to £853 in 130-kg.

Folic acid: (kg) £42.37 5-kg £41.12; 25-kg £40.37.

Formic acid: per metric ton delivered in 4-ton lots, 98 per cent £307.50; 85 per cent £258.

Glucose: (Per metric ton in 10-ton lots)—monohydrate £215; anhydrous £550; liquid 43° Baumé £234 (5-drum lots); naked 18-tons £187.

Glycerin: In 250-kg returnable drums £610 metric ton in 5-ton lots.

Homatropine: Hydrobromide £90.20 kg; methy bromide £102—both in ½ kg lots.

Hydrogen peroxide: 35 per cent £232 metric ton.

Hydroquinone: 50-kg lots £2.67 kg.

Hypophosphorous acid: (Per metric ton in 50-kg lots). Pure 50 per cent £389.17. BPC (30 per cent) £305.34.

Hypophosphites: £ per kg.

	12½-kg	50-kg
Calcium	4.20	3.94
Iron	7.19	6.92
Magnesium	6.63	6.02
Manganese	8.34	7.69
Potassium	5.76	5.46
Sodium	4.75	4.22

Iodotorm: USNF £11 kg in 50-kg lots.

Iodides: Ammonium £7.97 kg (for 50-kg lots); potassium £3.77 kg (250-kg lots); sodium £5.81 kg

Iodine: Resublimed £5.49 kg in 250-kg lots.

Mercurials: Per kg in 50-kg lots; ammoniated £7.48; oxide—red £8.82 and yellow £8.54; perchloride £6.14; subchloride £7.82, iodide £8.10.

Methyl salicylate: 5-ton lots £1.26 kg; 1-ton £1.30.

Metol: Photo grade per kg, 50-kg lots £6.37.

Noscapine: Alkaloid; £31.85 kg for 25-kg lots; £30 kg for 100-kg. Hydrochloride £35.65 and £33 kg for similar quantities.

Opiates: (£ per kg) in 1-kg lots; subject to Misuse of Drugs Regulations—Codeine alkaloid £638 to £653 as to maker; hydrochloride £488-£562; phosphate £490-£499; sulphate £562. Diamorphine alkaloid £764; hydrochloride £696. Ethylmorphine hydrochloride £623-£639. Morphine alkaloid £709.50-£722, hydrochloride and sulphate £579-£589.

Oxalic acid: Recrystallised £1.31 kg for 50-kg lots. **Paracetamol:** (Per kg) 50-ton contracts from £2.94; **Paraffin liquid:** £ per litre excluding duty:

BPC grades	1-5 drums	6 drums	bulk
No 4	37.7	37.3	32.3
WA3	37.1	36.7	32.7
medium WA2	38.4	38.0	34.0
heavy	40.9	40.5	36.5
light technical WA23	34.4	34.0	30.0
WA21	35.8	35.4	31.4

Pentobarbitone: Less than 100-kg £18.10 kg; sodium £19.26.

Pethidine hydrochloride: Less than 10-kg lots £41.64 kg. Subject to Misuse of Drugs Regulations.

Petroleum jelly: BP soft white £356.60 metric ton delivered UK; yellow BP £338.556 in 174-kg drums.

Phenobarbitone: in 50-kg lots £11.62 kg; sodium £12.62.

Pholcodine: 1-kg £538 to £543 as to make; 60-kg lots £493. Subject to Misuse of Drugs Regulations.

Potassium acetate: BPC £0.95 kg (50-kg lots).

Potassium ammonium tartrate: £1.47 kg in 50-kg lots.

Potassium bitartrate: £730 per metric ton.

Potassium citrate: Granular £879 per metric ton, powder £894.

Potassium diphosphate: BPC 1949 in 50-kg lots, granular £1.9017 kg; powder £1.6744.

Potassium hydroxide: Pellets BP 1963 in 50-kg lots £1.379 kg; sticks not offered; technical flakes £0.4577.

Potassium nitrate: BP £0.94 kg for 50-kg drums.

Potassium phosphate: monobasic BPC 1949, £1.19 kg in 50-kg lots.

Potassium sodium tartrate: £797 per metric ton.

Saccharin: BP in 250-kg lots £4.93 kg; Sodium £4.25.

Salicylic acid: 5-ton lot £1.14 kg; 1 ton £1.16.

Sassatras: Brazilian £2.05 kg spot; £1.75, cif.

Sodium acetate: BP crystals £0.81 kg in 50-kg

Sodium acid phosphate: BP crystals £1.23 kg for 50-kg lots.

Sodium benzoate: £0.5623 kg in 500 kg lots.

Sodium bicarbonate: BP £101.24 metric ton minimum. 10-ton lots delivered UK.

Sodium carbonate: Anhydrous £350 per metric ton.

Sodium chloride: Vacuum-dried in 10-ton lots £29.14 metric ton delivered London.

Sodium citrate: Granular £739 metric ton; powder £754.

Sodium fluoride: in 50-kg lots £1.73 kg.

Sodium gluconate: £720 technical (1,000 kg).

Sodium hydroxide: Pellets BP 1973 in 50-kg lots £0.75 kg; sticks £3.731 kg.

Sodium nitrite: BPC 1973 £1.02 as to maker for 50-kg lots.

Sodium nitrate: Recrystallised £0.75 kg for 50-kg lots.

Sodium perborate: (per 1,000 kg) monohydrate £497; tetrahydrate £294.

Sodium percarbonate: £390, per metric ton.

Sodium sulphate: Fine crystals BP £80 per metric ton, pea crystals £99.90; commercial £34.60.

Sodium sulphite: Crystals £0.424 kg (500 kg minimum).

Sodium thiosulphate: photo grade £163.10 per metric ton; £152.30 ton in 4-ton lots.

Sorbitol: Powder £500 metric ton; syrup £250.

Spearmint: (kg) American new crop £6.25, cif.

Chinese £13 spot; £12.80, cif.

Stilboestrol: BP in 25-kg lots, £115.50 kg.

Strychnine: Alkaloid £74.30 per kg; sulphate and hydrochloride £60.40 kg, 5-10 kg lots.

Talc: BPC sterilised £510 metric ton in 50-kg lots; £310 for 1,000 kg lots.

Tartaric acid: £770 per metric ton.

Thyme: Red 45/50% £15 kg.

Yohimbine hydrochloride: £285 per kg.

Zinc acetate: Pure £1.09 kg in 50-kg lots.

Zinc chloride: Granular 96/98 per cent £420 metric ton, delivered.

Crude drugs

Aloes: Cape £940 ton spot; £900, cif. Curacao 1,970, cif.

Balsams: (kg) **Canada:** Dearer at £13.50 spot; £13.30, cif. **Copalba:** £2.50 spot; no cif. **Peru:** £8.50, spot £8.40, cif. **Tolu:** £5.40 spot.

Cardamoms: Alleppy green No 2 £9.50 kg, cif.

Cascara: £940 metric ton spot; £900, cif.

Cherry bark: Nominally £1,230 metric ton spot; £1,230, cif.

Dandelion: Spot £1,650 metric ton spot; £1,630, cif.

Gentian: Root £1,670 metric ton spot; £1,640, cif.

Ginger: Cochin £950 metric ton, spot; £850, cif.

Oct-Nov shipment; new crop £740 (Jan-Feb). Other sources not quoted.

Henbane: Niger £1,606 metric ton spot; £1,580, cif.

Hydrastis spot £11.10 kg; forward £10.90, cif.

Ipecacuanha: (kg) £9 nominal spot; no cif.

Kola nuts: £550 metric ton spot; £450, cif.

Lemon peel: Unextracted, £1,270 metric ton spot; shipment £1,250, cif.

Menthol: (kg) Brazilian £8.50, spot; £7.50, cif.

Chinese £7.30 duty paid, £6.25, cif.

Pepper: (metric ton) Sarawak black £1,085 spot, £1,850, cif; white £1,625, spot; \$2,875, cif.

Sarsaparilla: Jamaican £1.97 kg spot; £1.95, cif; Mexican £1.65 spot; £1.60, cif.

Senega: Canadian £11.10 kg spot; £10.70, cif.

Witchhazel leaves: £2.70 kg spot; no cif.

Essential oils

Anise: (kg) Spot £14; shipment £14.50, cif.

Bay: West Indian £11.20 kg spot; £11, cif.

Camphor white: £0.87 kg spot; £0.80, cif.

Citronella: Ceylon £1.80 kg spot; £1.65, cif; Chinese £2.35 spot; £2.35, cif nominal.

Lemongrass: Cochin £5.25 kg spot; £4.65, cif.

Peppermint: (kg) Arvensis—Brazilian £4.25 spot; £4 cif. Chinese £3.90, spot; £3.80, cif. Piperata American about £16 cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Monday, October 23

Plymouth Branch, Pharmaceutical Society, Board room, Greenbank Hospital, at 8pm. Discussion on report of the future of general practice pharmacy.

Tuesday, October 24

Fife Branch, Pharmaceutical Society, Royal Albert Hotel, Kirkcaldy, at 7.45 pm. Dr I. R. Sherret (consultant psychiatrist, Stratheder Hospital, Cupar) on "Psychiatric medication."

London Business Equipment Exhibition, Cunard International Hotel, London. 9.30 am to 5.30 pm. Until October 27.

Wednesday, October 25

Barnet Local Pharmaceutical Committee, Barnet General Hospital, Wellhouse Lane, at 8 pm. A meeting of local pharmaceutical contractors to discuss agenda and resolutions for the conference of local pharmaceutical committees.

Scottish Borders Branch, Pharmaceutical Society, Peel House, Peel Hospital, by Galashiels, at 8pm. Chief inspector T. Thomson (head of drug squad, Edinburgh) on "Drugs and their misuse."

Sheffield Branch, Pharmaceutical Society, Jessop Hospital lecture theatre, at 8pm. Discussion on report on the future of general practice pharmacy and discussion of branch resolutions for BRM.

West Dorset Branch, National Pharmaceutical Association, King's Arms Hotel, High East Street, Dorchester, at 7.45 pm. Annual meeting followed by film, "The vital link," and buffet.

Thursday, October 26

Slough Branch, National Pharmaceutical Association, White Horse Hotel, Bath Road, Slough, at 8 pm. Mr Alan Smith (chief executive, Pharmaceutical Services Negotiating Committee on "Current problems in the discussions with the Department." All pharmacists welcome.

Sunday, October 29

Chiltern Region, Pharmaceutical Society, Chelsea College, Manresa Road, at 10 am. One day course on "Respiratory diseases."

Advance information

Bulk Solids Conference, November 7-9, Holiday Inn, Liverpool. A discussion forum of industrial bulk solids technology. Applications (£156 + VAT) to Powder Advisory Centre, PO Box 78, London NW11.

Symposium on Clinical Trials, Pharmaceutical Society, Industrial Pharmacists Group, November 9, 1 Lambeth High Street, London SE1, at 9.45 pm. Applications (£5 members, £15 non-members) to Mr R. E. Marshall at the Society.

Western Pharmacists' Association Working Dinner, November 30, at the Mandeer Wholefood Vegetarian Indian Restaurant, 21 Hanway Place, London W1, at 7.30 pm. Discussion led by Dr Z. Dean, local doctor. Tickets (£5) from Mr W. Price, 26 "Southbury", 14 Boundary Road, London NW8.

A practical approach to installing computers for purchasing and supply, November 7, Excelsior Hotel, Heathrow Airport, London. Organised by Institute of Packaging and Supply Applications (£49.68 members, £55.08 non members) by October 24 to conference administrator, Institute of Purchasing and Supply, IPS House, High Street, Ascot, Berkshire.

Training Film Review, November 14-16, Lorch Foundation, Lane-End, High Wycombe, Bucks. The 36 films cover as many sectors of industry as practical, including management and staff training, industrial relations, communications, personnel and safety. Registration £16 a day, season ticket £42. Further information from Angela Partington, Lorch Foundation (0494 882390) or Frances Herkes, BISFA (01-439 8441).

Conference on Harmonising Veterinary Legislation within the EEC, November 9, Coventry Eurocrest Hotel, Hinckley Road, Walsgrave, Coventry, at 10.30 am. Intended to promote understanding, resolve difference and obtain a better solution before EEC legislation is passed. Organised by British Distributors of Animal Medicines Ltd. Applications (members BDAM £15, non-member trade £20, manufacturers £25) to BDAM Ltd, "Ebor", Peters Close, Prestbury, Cheshire.

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SPECIAL NOTICE

SYNOGIST SHAMPOO 100ml. To all pharmacists: We, the suppliers, regret that due to production difficulties, no further stocks will be available until 1st week of January 1979. For orders and further information please contact Mr M. J. Town, Managing Director, Maltown Limited, P.O. Box 53, Harrogate, North Yorkshire, HG2 0NH. Tel: (0423) 509009.

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ONE-SIZE TIGHTS from £1.95 doz. plus VAT. Min. order 6 doz. overall CWO. Carriage free. Full range Price List. E & R Kaye, 3 South Place, London EC2.

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PHARMACEUTICAL ANTIQUES. Drug runs, shop interiors, bottles, etc., urgently wanted. Kindly contact Robin Wheeler Antiques. Parklands, Park Road, Ashted, Surrey. Telephone: Ashted 72319. Buyer collects.

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INDIA: Reputable firm of pharmaceutical manufacturers producing capsules, tablets, liquid preparations etc., interested to undertake manufacture and marketing of leading British proprietaries under licence. Reply in confidence to Box No. 2572.

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SHOPFITTING?

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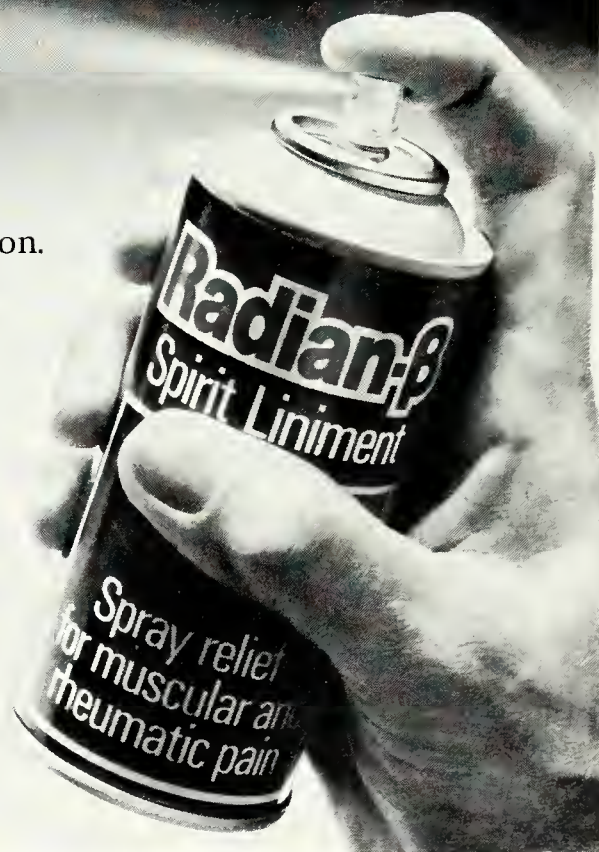
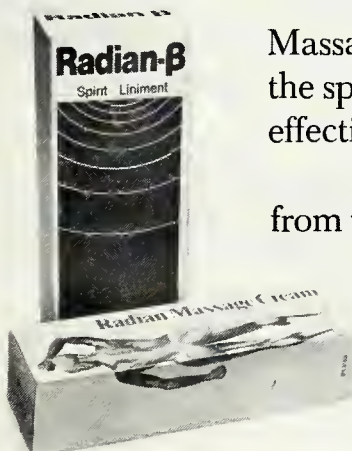
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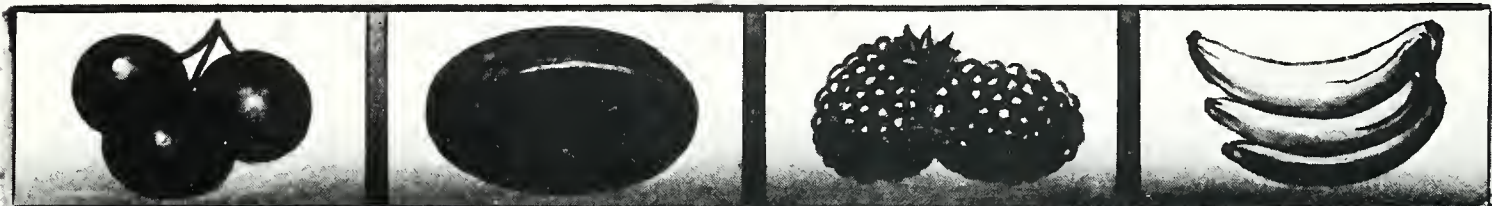
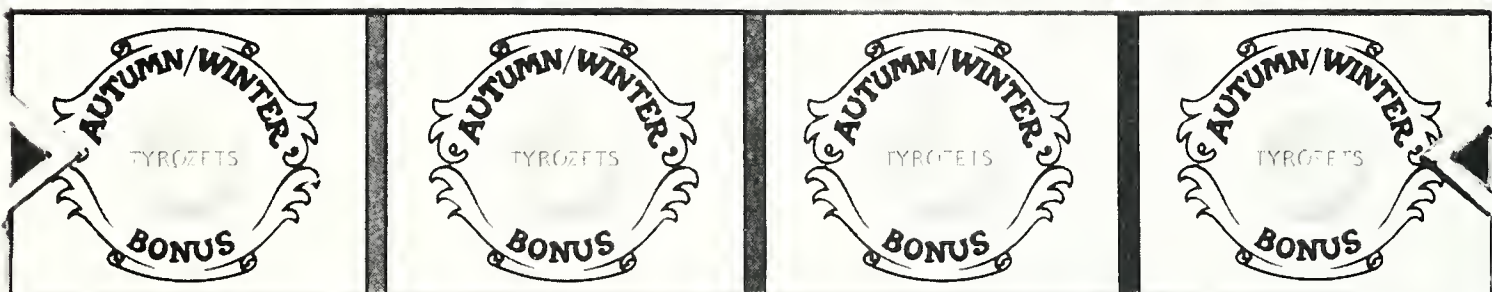
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